

Introduction to the Report

Commercial airline service is very important to Idaho's economy. Not only do businesses located in the State rely on the commercial airline industry to support day-to-day activities, but Idaho's tourist industry is heavily reliant on commercial airline service. There is no national standard for what constitutes good or even acceptable airline service; such standards vary considerably by community. However, convenient access to the national air transportation system is a top priority for many businesses and tourists across the U.S. It is important that Idaho's major population, business, and tourism centers have commercial airline service to meet their needs.

All areas in Idaho have some inherent need or demand for commercial airline service. The volume of this demand is determined by factors such as population, employment, income, and tourism. Where each community's demand for commercial airline service is actually served is a more complex equation. In the deregulated airline environment, it is not uncommon to find travelers who leave the market area of their local commercial service airport to drive two to three hours to a more distant, larger competing airport. The airport that travelers choose for their commercial airline trips is influenced by a myriad of factors. With the help of the Internet, which is rapidly becoming the number one method for airline ticket purchases, travelers can compare fares, airlines, and schedules among several competing airports.

With airline deregulation, some travelers from smaller commercial airport markets around the U.S. have abandoned air travel from their local airport in favor of beginning their trips from larger, more distant airports. This pattern is especially applicable to leisure or vacation travelers who are more price-sensitive than they are time-sensitive. Business travelers, on the other hand, are more time-sensitive. Business travelers are often more willing to pay higher fares if it results in significant time savings.

Over the past few years, Idaho's scheduled commercial airline service has experienced change. While the level of airline service at Boise Air Terminal has increased and fares have generally declined, commercial airline service to other cities in Idaho has not mirrored the service improvements that have occurred at Boise. In fact, several of Idaho's commercial service markets have witnessed declines in their levels of airline service, particularly as they relate to the total number of departing seats and daily flight frequencies.

While demand for commercial airline service in Idaho markets has remained strong, the ability of the State's smaller commercial service airports to capture the demand associated with these market areas has declined. Due to lower fares, larger aircraft, and more regular flight frequencies, passengers from Idaho's smaller markets are increasingly driving to competing airports to begin commercial airline trips.

This Air Passenger Demand Study for the Idaho Transportation Department provides information that is useful to both the Department and the State's individual commercial air service markets.

The results of this study can be used by individual communities to determine their ability to sustain current service levels and to identify any potential for commercial air service improvements.

Overview of the Study

In Chapter 1, *System Diagnostics*, a discussion of the current status of commercial air service in Idaho is presented. In this chapter, a number of data items are presented that prepare the foundation for the study's technical work elements. The data elements discussed in this chapter are the result of several survey efforts that were completed for the study. These efforts include a survey of the State's travel agents, a passenger intercept survey, and parking lot inventories at each airport. Additionally, several data sets were obtained pertaining to the demographics and socioeconomic characteristics of the State. Commercial air service histories for individual airports are also documented in this chapter. The methodologies and results of these surveys are presented in Chapter 1.

In Chapter 2, *Passenger Demand Estimates and Allocation*, the number of passengers using each commercial service airport in the study is calculated. Along with estimates of demand for each airport, passenger attraction and diversion figures (that is, passenger gains from or losses to neighboring airports) are presented. These data allow individual communities to assess the competitiveness of their airport compared to others nearby. The methodology and results of this process are presented in Chapter 2.

Chapter 3, *Market Potential*, continues the discussion begun in Chapter 2. Here, the current service level at each airport is analyzed to determine opportunities for air service expansion or threats to individual airports' commercial service. Service trends at Idaho's airports and an analysis of each airport's theoretical service area versus its actual market area are highlighted in Chapter 3.

In Chapter 4, *Air Service Comparisons*, United States Department of Transportation data for flights originating in Idaho is analyzed, and the top destination markets for each airport are presented. Information presented in Chapter 4 can be very useful for individual commercial service markets as they assess the air service offered at their airports.

Chapter 5, *Summary and Conclusions*, assembles and highlights the findings of the previous four chapters in a brief synopsis.

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Chapter 1 – System Diagnostics

Chapter Overview

This Idaho Air Passenger Demand Study has, at its core, several discrete data gathering efforts. Two survey efforts were conducted within the State, including a mail survey directed to the Idaho's travel agencies and a passenger intercept survey completed at each of Idaho's airports. Additionally, parking lot counts were tallied at each airport. Finally, Wilbur Smith Associates assembled an extensive compilation of socioeconomic data for each county in the State. The results of each of these efforts are presented in this chapter, with attention paid to airport- or market-specific issues where applicable.

Survey and Data Acquisition Efforts

Travel Agent Survey

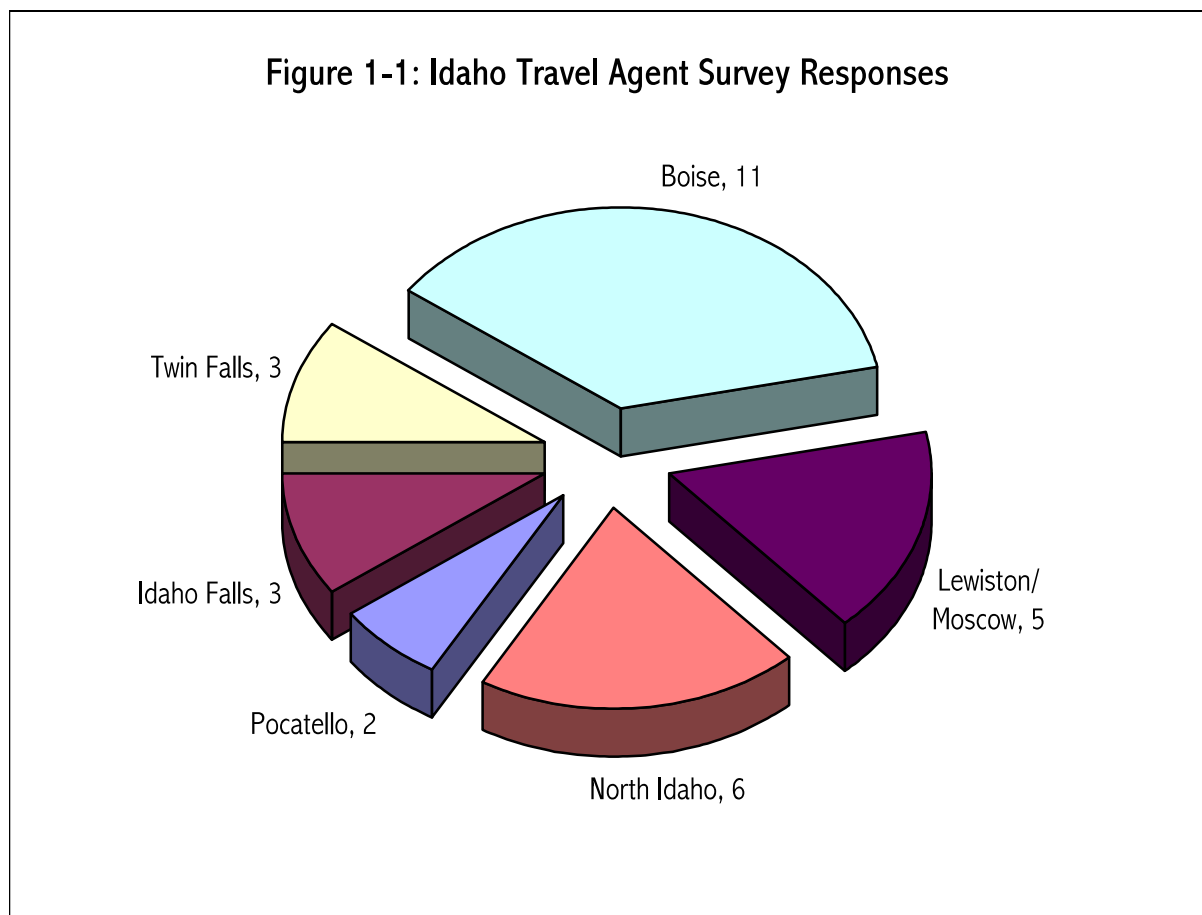
Survey Method. A six-question survey was created by Wilbur Smith Associates for distribution to all of the travel agents in the State of Idaho. Doherty & Associates of Boise obtained a listing of all Idaho travel agencies. Along with the survey, a cover letter explaining the purpose of the survey and describing usage of the results were sent to each travel agent. One hundred and eight (108) surveys and cover letters were distributed via the U.S. Postal Service on October 9, 2002 with return pre-paid postage. The survey asked respondents to return the survey by November 15, 2002.

Question 1 asked the travel agents to identify how many airline tickets they sold in 2001 or to list the agency's total dollar volume in 2001 along with corresponding average ticket value. Question 2 inquired which airport is closest to the agency and noted this should be referred to as the "local airport" for the remaining survey questions. The largest volume airports used by agency customers and the percentage of tickets sold from each of the identified airports was the first part of the Question 3. The second part of Question 3 requested reasons for utilization of the listed "large volume airports" as opposed to the local airport. Question 4 asked for the agency's customers' top five air travel destinations with the approximate number of corresponding tickets per year. Question 5 was intended to better understand customers' driving versus flying decisions; the question asked for an estimate of the minimum fare differential that would cause customers to drive to an alternate airport to begin the air portion of their trip. Additionally, Question 5 asked travel agents to estimate the maximum distance that customers are willing to drive to a non-local airport to begin the air portion of their travel. Question 6 solicited any other comments or suggested air service improvements.

Initially, Doherty & Associates received 15 responses to the survey. Out of those 15 responses, 5 did not list the name of the travel agency responding. Also, one of the 15 responses accounted for 11 branch offices throughout the State of Idaho. On November 6 and 7, Doherty & Associates staff called 88 travel agencies to ensure that the agencies had received the survey and to remind

them to complete the survey in a timely manner. Six travel agents gave information over the phone to complete the survey and 18 travel agencies on the list were deleted because they either were no longer in existence or did not actually sell airline tickets. Some of the travel agents said they could not locate the initial survey, so 15 surveys were mailed out again and 6 were sent via facsimile. After the phone calls, 9 additional surveys were received by November 22, 2002. Overall 30 responses (representing 40 agency offices) were received out of 90 travel agency offices located in the State.

Survey Results. The responses received from the travel agents in Idaho were split in to six distinct geographic areas for result analysis. **Figure 1-1** shows the response rate for each of these geographic regions.

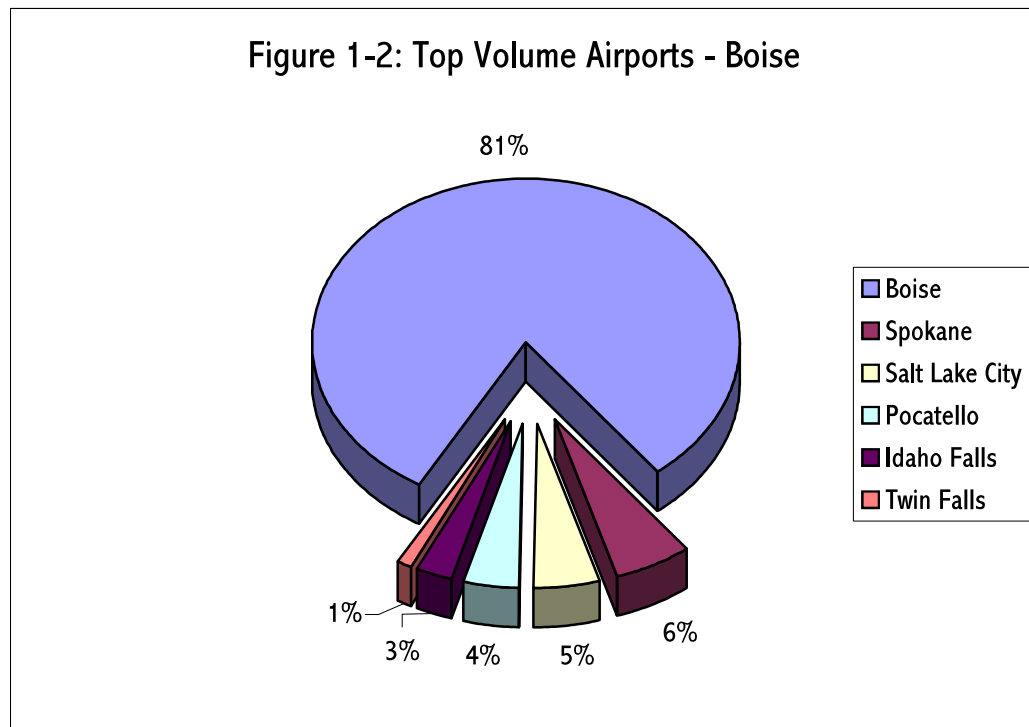


Specific data obtained from the travel agent surveys is summarized below. Charts showing the frequency of airport usage by the agencies' customers are presented for each airport.

Boise (Figure 1-2)

- 11 travel agents responded in close proximity to Boise
- Number of tickets sold by each agency ranges from 3,763 to 97,992
- Annual volume of airline sales range from \$1 million to \$5 million

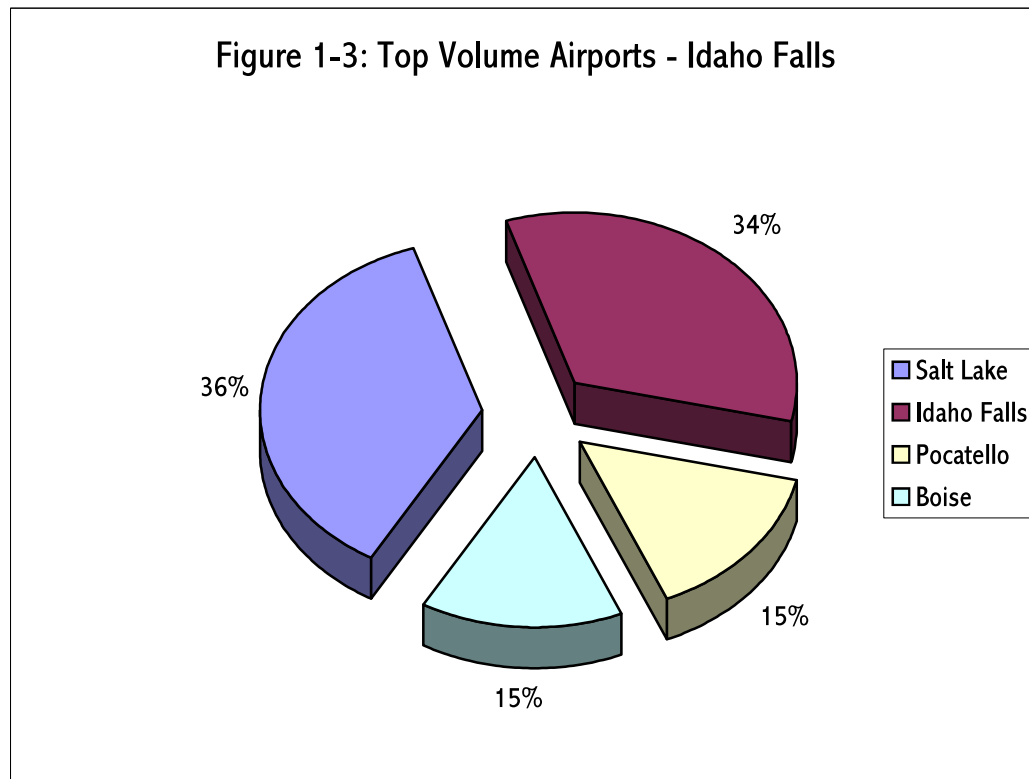
- Average ticket values range from \$188 to \$325
- Local airport is Boise Air Terminal
- Top volume airport is Boise Air Terminal, which is used over 80 percent of time because of the location
- Other airports that are used infrequently are those serving Spokane, Salt Lake City, Pocatello, Idaho Falls, and Twin Falls. Reasons they are used include the airports are the closest to the customer or they have better fares, schedules, or connections
- Top air travel destinations include Seattle, Salt Lake City, Portland, Spokane, Phoenix, Los Angeles, Las Vegas, and San Francisco
- Minimum difference in round trip fares that will cause the customers to drive to an alternate airport needs to be \$150
- Maximum distance that customers are willing to drive to a non-local airport is 400 miles
- Comments are positive regarding the air service in Boise



Idaho Falls (Figure 1-3)

- 3 travel agents responded from Idaho Falls area
- Average number of tickets sold is 48,000
- Average annual dollar volume of airline sales is \$300,000
- Local airport is Idaho Falls Regional

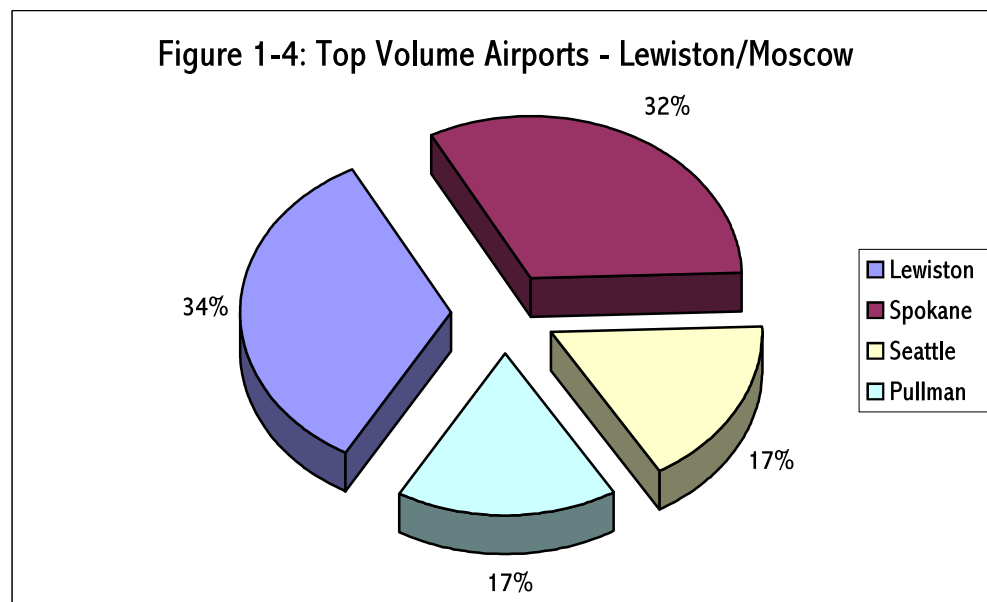
- Top volume airport is Salt Lake City with variations in percentage used from 20 percent to 98 percent; this airport is chosen for its competitive fares and its extensive level of airline service
- The second highest volume airport listed is Idaho Falls Regional because of the local convenience. Pocatello Regional and Boise Air Terminal are used if the fares are more competitive or if Salt Lake City service (i.e. seats) is not available
- Top air travel destinations include Orlando, Las Vegas, Anaheim, New York, Mexico, Hawaii, and Europe
- Minimum difference in round trip fares that will cause the customers to drive to an alternate airport needs to be \$100
- Maximum distance that customers are willing to drive to a non-local airport is 250 miles
- Comment is that “good air transportation access would be within an hour and a half from home with at least 30 passenger planes 5-6 times a day”



Lewiston/Moscow (Figure 1-4)

- 5 travel agents responded in Lewiston/Moscow area
- Number of tickets sold ranges from 800 to 4,500
- Dollar volume of airline sales range from \$1 million to \$2 million
- Average ticket value is \$285
- Local airports are Lewiston/Nez Perce County and Pullman-Moscow Regional

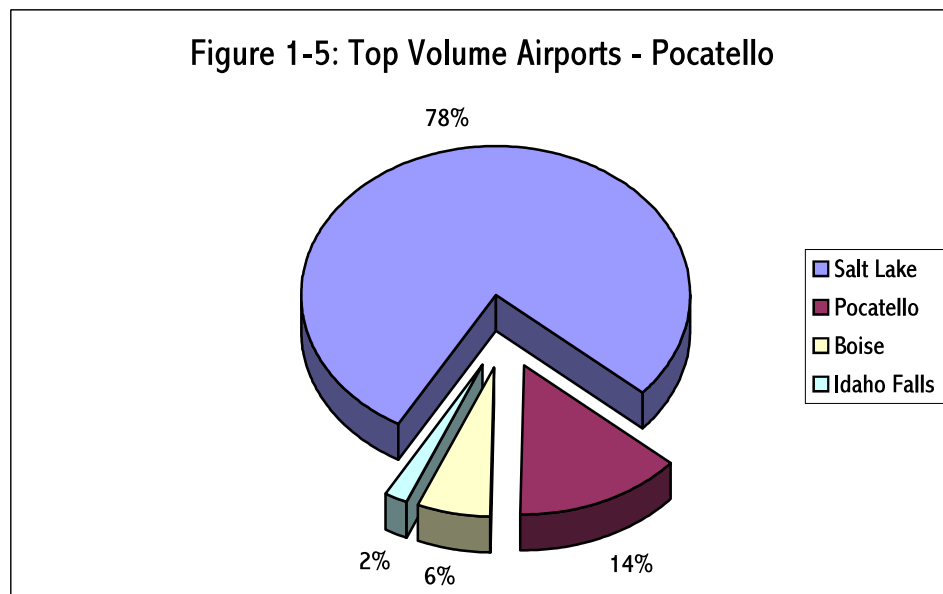
- Top volume airports are Lewiston/Nez Perce County used 34 percent of the time and Spokane which is used 32 percent of the time
- Lewiston/Nez Perce County is used because of the local convenience and Spokane for lower fares
- Seattle and Pullman-Moscow Regional are both used 17 percent of the time. Seattle is used because of lower fares and Pullman-Moscow Regional is used because of the local convenience
- Top air travel destinations include Boise and Seattle, followed by Portland, Las Vegas, and Phoenix
- Minimum difference in round trip fares that will cause the customers to drive to an alternate airport needs to be \$70
- Maximum distance that customers are willing to drive to a non-local airport would be 150 miles
- Comments include “shorter connections,” “multiple flights,” and “more airlines [are needed] in the Northern Idaho area”



Pocatello (Figure 1-5)

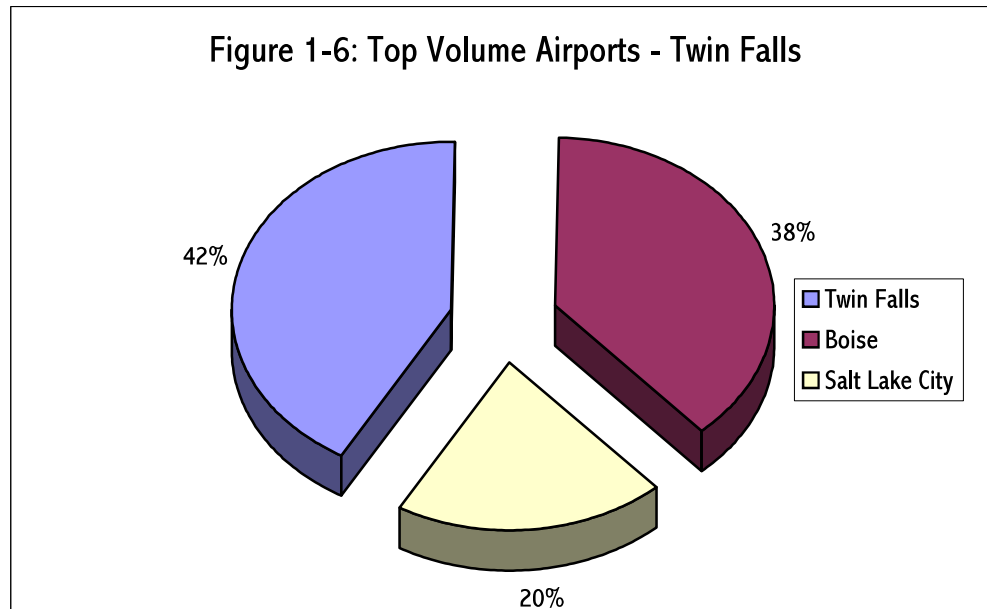
- 2 travel agents responded in the Pocatello area
- Average annual dollar volume of airline sales is \$1.5 million
- Average ticket value is \$316
- Local airport is Pocatello Regional
- Top volume airport is Salt Lake City; one travel agent's customers use it 100 percent of time and another agency's customers use it 55 percent of time because of price, location, and schedule

- Other airports that are ranked by the travel agents are Pocatello Regional because it is the local airport, Boise Air Terminal because of lower fares, and Idaho Falls Regional because it is a short distance away for some travelers
- Top air travel destinations include Las Vegas, Orlando, Anaheim, Mexico, and Europe
- Minimum difference in round trip fares that will cause the customers to drive to an alternate airport needs to be \$100
- Maximum distance that customers are willing to drive to a non-local airport is 175 miles



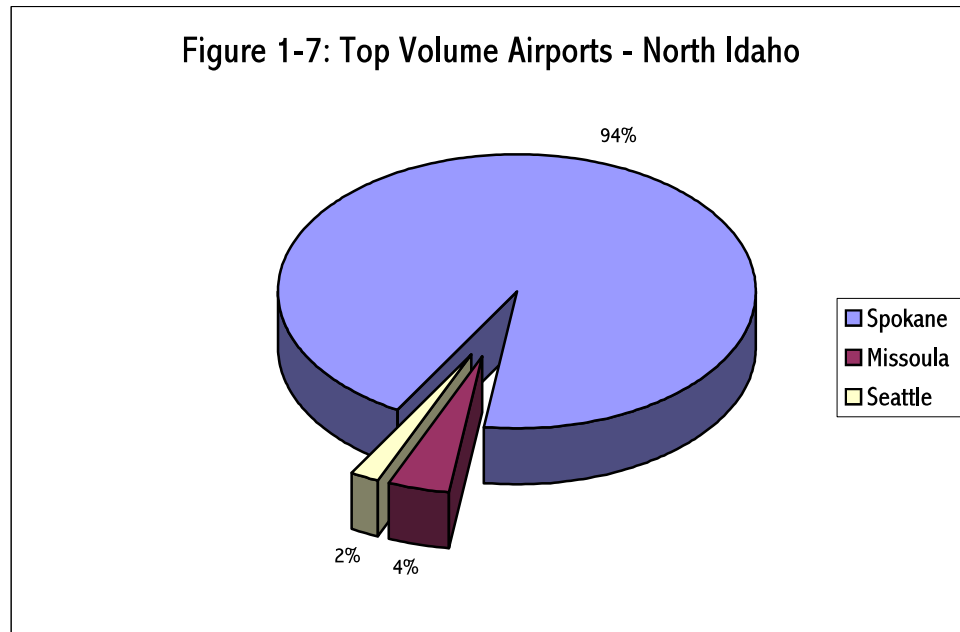
Twin Falls (Figure 1-6)

- 3 travel agents responded from Twin Falls
- Dollar volume of airline sales range from \$500,000 to \$1.2 million
- Average ticket value is \$300
- Local airport is Joslin Field/Magic Valley Regional
- Top volume airport is Joslin Field/Magic Valley Regional, which is used 42 percent of the time because it is the local airport
- Boise Air Terminal and Salt Lake City are also used because of lower fares
- Top air travel destinations include Seattle, Los Angeles, Portland, and Las Vegas
- Minimum difference in round trip fares that will cause the customers to drive to an alternate airport needs to be \$65
- Maximum distance that customers are willing to drive to a non-local airport is 200 miles
- Comments include “having more choices” and “better prices” from Joslin Field/Magic Valley Regional

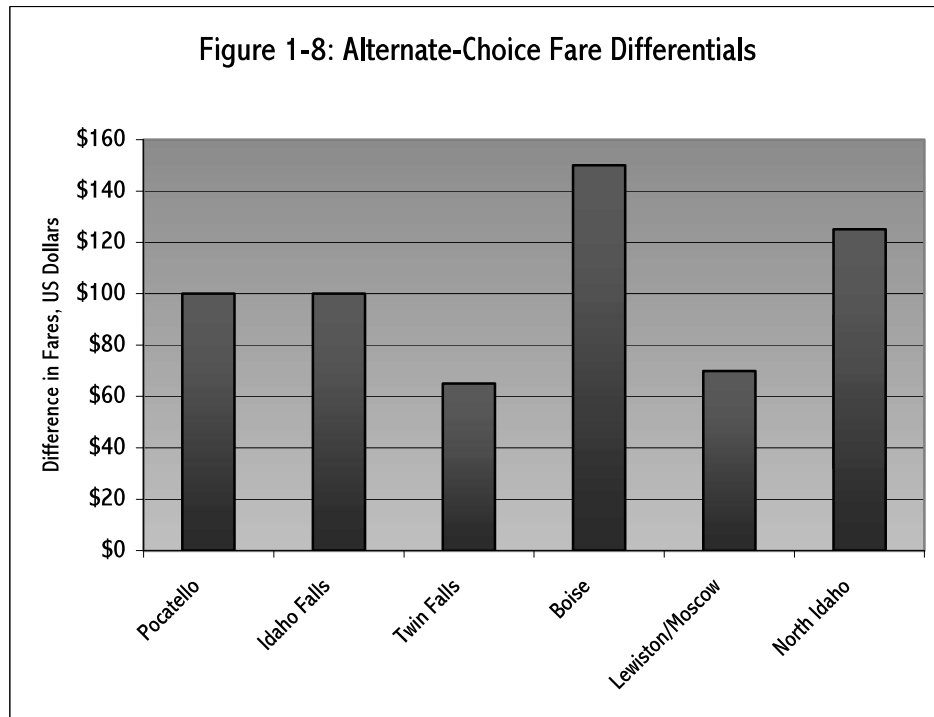


North Idaho (Figure 1-7)

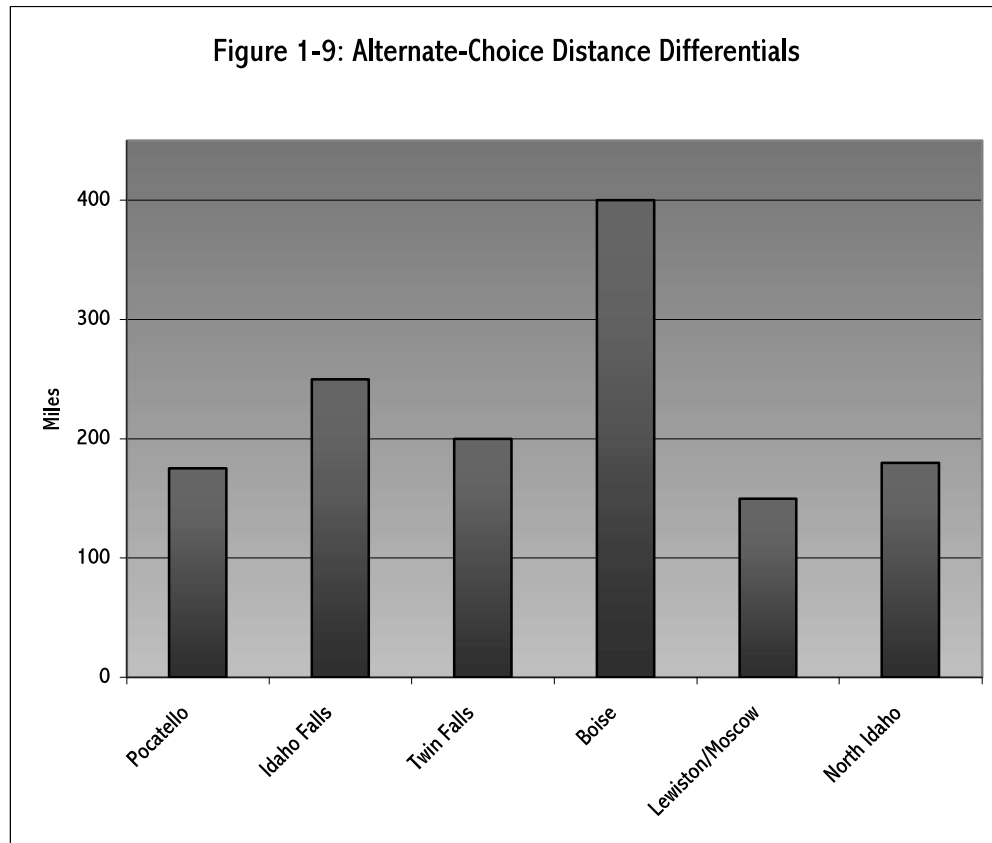
- 6 travel agents in North Idaho responded
- Dollar volume of annual airline sales range from \$250,000 to \$1.9 million
- Average ticket value is \$290
- Local airport is Spokane
- Top Airport is Spokane, which is used 94 percent of the time because it is international and is the closest airport to the region
- Other airports used are Missoula and Seattle because of lower fares and convenience
- Top air travel destinations include Seattle, Boise, Southern California, Las Vegas, and Hawaii
- Minimum difference in round trip fares that will cause the customers to drive to an alternate airport needs to be \$125
- Maximum distance that customers are willing to drive to a non-local airport is 180 miles
- Comments included “no local airport,” “there needs to be commercial airport in Coeur D’Alene,” and “the service needs to be frequent enough to catch connecting flights from Spokane”



Statewide, the average fare differential that will induce a traveler to use another airport is approximately \$102. The lowest fare differential occurs at Joslin Field/Magic Valley Regional (Twin Falls), where travelers need to save only \$65 per ticket at another airport to forego use of the local airport. The greatest fare differential occurs at Boise Air Terminal, where passengers must save \$150 in order to use another airport. Pocatello and Idaho Falls users reported an alternate-choice fare differential that was at the State average (\$102 in savings). **Figure 1-8** shows these fare differentials for each of the six regions.



Similar findings can be found in the alternate-choice distance differentials. The average maximum distance that Idaho travelers will drive to board a lower cost flight is approximately 225 miles. The range of distances reported is from 150 in Lewiston/Moscow to 400 in Boise. These figures represent the relative level of airline service at each airport, as well as the service levels at nearby competing airports. For example, to obtain comparable service at a lower fare, Boise passengers would drive up to 400 miles (which would allow these passengers to board at Salt Lake City, Portland, Seattle, or Spokane), but these travelers would need to save \$150 per ticket to do so. This stands as a testament to the level of service and price competitiveness at Boise Air Terminal. Twin Falls passengers will drive only up to 200 miles (presumably to either Boise or Salt Lake City) to save just \$65 per ticket, illustrating the perceived level of service and cost at that airport. **Figure 1-9** shows graphically the distance differentials reported by travel agents in each of the six regions.



Passenger Surveys

Survey Method. In addition to the travel agent survey, a passenger intercept interview process also took place at each of Idaho's commercial service airports. A survey form was designed by Wilbur Smith Associates to gain insight into passenger travel patterns and needs, and the survey was administered in an interview format. This allowed the interviewer to probe for details as necessary, as well as freeing the respondent somewhat from the intrusion of the process. The survey was designed to be administered to travelers before they entered security screening, and the interview generally took less than one minute to complete. **Figure 1-10** below presents the survey as it was administered for this report.

Figure 1-10: Idaho Air Service Passenger Survey

**Air Passenger Demand Study
PASSENGER SURVEY**

Idaho Transportation Department, Division of Aeronautics

AIRPORT WHERE SURVEY COMPLETED: _____

1. ARE YOU A CONNECTING, RESIDENT, OR VISITOR PASSENGER:

☐ Connecting passenger
☐ Resident passenger
☐ Visitor passenger

City/Town and State of residence _____
 City and State of Residence _____

2. WHAT IS YOUR FINAL DESTINATION FOR TODAY'S TRIP? _____

3. HOW WAS YOUR TICKET FOR TODAY'S TRIP PURCHASED?

☐ Travel Agent
☐ Corporate/In-house
☐ Other (please specify) _____

☐ Directly from Airline/Ticket Counter
☐ Internet

<<<RESIDENT PASSENGERS ONLY>>>

> PLEASE ESTIMATE THE TOTAL NUMBER OF AIRLINE TRIPS THAT YOU TOOK IN THE LAST YEAR: _____

> WHICH AIRPORTS DID YOU USE TO BEGIN AIRLINE SERVICE TRIPS IN THE LAST YEAR?

Airport	No. Times Used
<input type="checkbox"/> THIS AIRPORT	_____
<input type="checkbox"/> Boise	_____
<input type="checkbox"/> Twin Falls	_____
<input type="checkbox"/> Pocatello	_____
<input type="checkbox"/> Idaho Falls	_____
<input type="checkbox"/> Hailey/Sun Valley	_____
<input type="checkbox"/> Lewiston	_____
<input type="checkbox"/> Pullman/Moscow	_____
<input type="checkbox"/> Spokane	_____
<input type="checkbox"/> Missoula	_____
<input type="checkbox"/> Salt Lake	_____
<input type="checkbox"/> Other (specify):	_____

<<<VISITOR PASSENGERS ONLY>>>

> PLEASE ESTIMATE THE TOTAL NUMBER OF AIRLINE TRIPS TO IDAHO THAT YOU TOOK IN THE LAST YEAR: _____

> WHICH AIRPORTS DID YOU FLY INTO WHEN VISITING YOUR IDAHO DESTINATIONS LAST YEAR?

Airport	No. Times Used	Destination City
<input type="checkbox"/> THIS AIRPORT	_____	_____
<input type="checkbox"/> Boise	_____	_____
<input type="checkbox"/> Twin Falls	_____	_____
<input type="checkbox"/> Pocatello	_____	_____
<input type="checkbox"/> Idaho Falls	_____	_____
<input type="checkbox"/> Hailey/Sun Valley	_____	_____
<input type="checkbox"/> Lewiston	_____	_____
<input type="checkbox"/> Pullman/Moscow	_____	_____
<input type="checkbox"/> Spokane	_____	_____
<input type="checkbox"/> Missoula	_____	_____
<input type="checkbox"/> Salt Lake	_____	_____
<input type="checkbox"/> Other (specify):	_____	_____

Source: Wilbur Smith Associates

Passenger surveys were administered to a total of 1600 travelers at Idaho's airports. Sun Valley, Idaho Falls, Pocatello, and Twin Falls were surveyed at various times during the week of September 23-27, 2002, and Boise, Lewiston, and Pullman-Moscow passengers were surveyed September 29-October 3, 2002. Survey periods were coordinated to attempt to meet passengers on each

outbound flight at least once at each airport. At Boise Air Terminal, periods of flights in connecting banks were paid particular attention. Over 1250 of the surveys were completed at Boise Air Terminal, 160 at Idaho Falls Regional, 25 at Lewiston/Nez Perce County, 71 at Pocatello Regional, 18 at Pullman-Moscow Regional, 60 at Friedman Memorial (Sun Valley), and 29 at Joslin Field/Magic Valley Regional (Twin Falls).

Survey Results. The results of the survey, organized by question, are presented below.

Question 1: Are you a connecting, resident, or visitor passenger?

Since this question was asked of passengers outside of the security checkpoint, there were few connecting passengers interviewed for the survey; those who did are assumed to have left the secure area of the terminal during a layover. Resident passengers accounted for 878 surveys, or about 54 percent of those questioned. Visitors to the State numbered 713, or approximately 45 percent, and the 9 connecting passengers questioned made up 1 percent of the total respondents. The results of the survey, by airport, are presented in **Table 1-1**.

Table 1-1				
Traveler Types, By Airport				
<u>Survey Airport</u>	<u>Passenger Type</u>	<u>Count</u>	<u>% of Airport</u>	
Boise Air Terminal	Connecting	8	1%	
	Resident	710	57%	
	Visitor	523	42%	
Idaho Falls Regional	Connecting	1	1%	
	Resident	57	36%	
	Visitor	99	63%	
Lewiston/Nez Perce County	Resident	16	67%	
	Visitor	8	33%	
Pocatello Regional	Resident	43	61%	
	Visitor	28	39%	
Pullman/Moscow Regional	Resident	13	72%	
	Visitor	5	28%	
Friedman Memorial (Sun Valley)	Resident	23	38%	
	Visitor	37	62%	
Joslin Field/Magic Valley (Twin Falls)	Resident	16	55%	
	Visitor	13	45%	
State Total		Connecting	9	1%
		Resident	878	54%
		Visitor	713	45%

Source: Wilbur Smith Associates

It must be noted that responses to Question 1 at Lewiston/Nez Perce County and Pullman-Moscow Regional-Moscow airports are somewhat skewed. Due to the proximity of these airports to the Idaho-Washington border, many passengers classified themselves as a resident of the area without regard for which state they lived in. Obviously, these airports attract both Idaho and Washington

passengers, so the reader should not assume that these airports necessarily serve proportionally fewer visitors than the average for all airports. In fact, with two major universities located in this area it can be assumed that the visitor-resident ratio is higher over a year's time than is captured here. Therefore, decisions at these airports as a result of this passenger survey data should be made with care.

Question 2: What is your final destination for today's trip?

This question asked passengers to report the city and state of their trip destination on the day of the survey. Since no single non-Idaho city made up more than about three percent of the responses, the answers to this question were grouped by state. **Table 1-2** below shows these responses for North American destinations, and **Figure 1-11** shows graphically the regional destinations within the lower 48 states.

Destinations in the Northwest region, with Washington in particular, were the most popular destinations for travelers at Idaho's airports. Exactly 60 percent of Idaho's air travelers that participated in this survey had destinations west of the Rockies (in the Northwest and Southwest regions), and 41 percent of Idaho's travelers had destinations in west coast states (Washington, Oregon, and California). The least popular destination region in the lower 48 states among Idaho's commercial air service customers was the mid-south, with only 1.9 percent of travelers reporting destinations in those five states.

Table 1-3 shows the top ten destination states as identified by the survey respondents. The State of Washington was listed as either the first or second most popular destination at all seven airports, and California was in the top two at five airports. These findings confirm the data shown in Table 1-2. As might be expected, travelers at Boise Air Terminal identified their top destinations as very much the same as those for the entire State, with the top three spots filled by the three West Coast states.

Question 3: How was your ticket for today's trip purchased?

Passengers were asked to report the method of purchase of their ticket for the trip taken on the day of the survey. Check-boxes were provided for "Corporate/In-House Travel Departments," "Direct Purchase from Airline," "Purchased on Internet," and "Purchased Through Travel Agent." A space was provided to allow the interviewer to record methods of purchase not provided. The results, sorted by airport, are shown in **Table 1-4**.

Table 1-2
Passenger Destinations

by Region and State/Province, as reported in Passenger Surveys

Region			Region		
State	Count	% of Total	State	Count	% of Total
Northwest	500	33.6%	Mid-South	28	1.9%
Idaho	85		Alabama	5	
Oregon	103		Arkansas	5	
Washington	312		Louisiana	4	
			Mississippi	2	
Southwest	393	26.4%	Tennessee	12	
Arizona	50				
California	194		Southeast	75	5.0%
Nevada	77		Florida	17	
Utah	72		Georgia	32	
			North Carolina	12	
North Central	96	6.5%	South Carolina	8	
Iowa	6		Virginia	6	
Minnesota	31				
Montana	32		Northeast	76	5.1%
Nebraska	11		Connecticut	1	
North Dakota	5		Delaware	0	
South Dakota	7		Dist. Of Columbia	14	
Wyoming	4		Maine	2	
			Maryland	11	
South Central	167	11.2%	Massachusetts	11	
Colorado	84		New Hampshire	3	
Kansas	10		New Jersey	7	
New Mexico	13		New York	18	
Oklahoma	6		Pennsylvania	20	
Texas	54		Rhode Island	2	
			Vermont	1	
Midwest	130	8.7%			
Illinois	33		Pacific	14	0.9%
Indiana	11		Alaska	4	
Kentucky	5		Hawaii	10	
Michigan	9				
Missouri	30		Canada	4	0.3%
Ohio	21		British Columbia	4	
West Virginia	2				
Wisconsin	19		Mexico	3	0.2%

Source: Wilbur Smith Associates

Figure 1-11
Idaho Passenger Destinations by U.S. Region (excl. AK and HI), from Survey Data

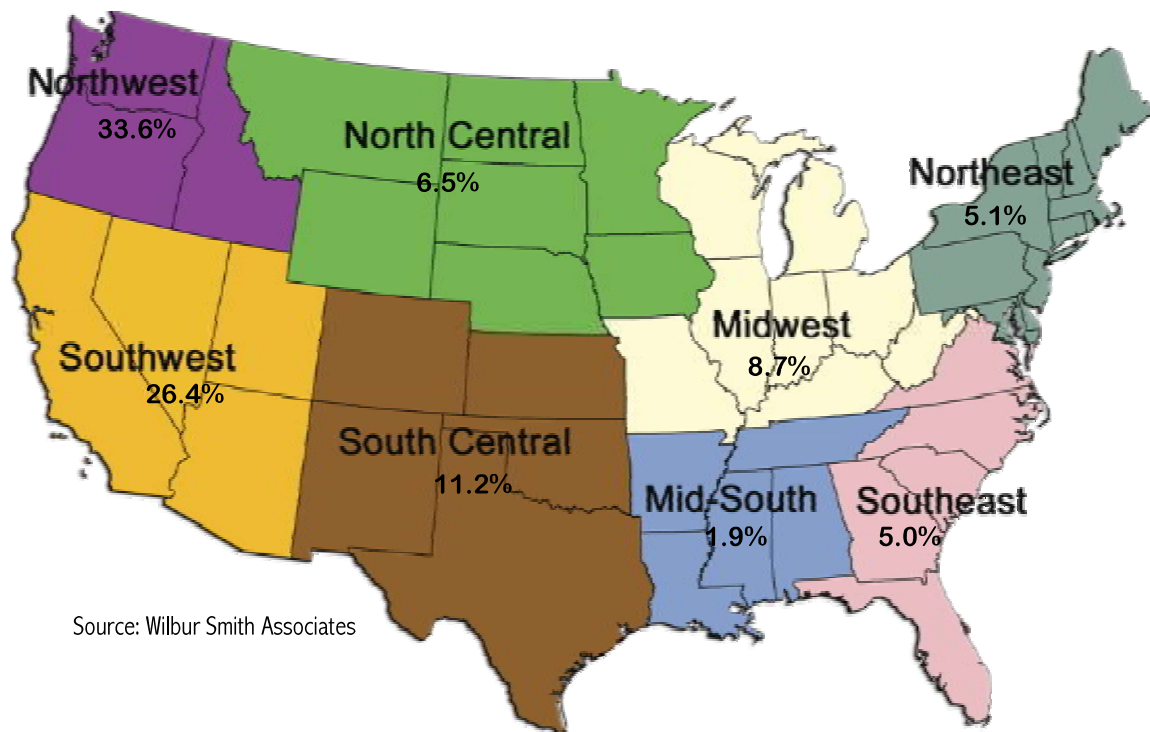


Table 1-3

Top Ten Destination States (excluding Idaho)
by Idaho Air Services Market, as reported in Passenger Surveys

Rank	Boise	Idaho Falls	Lewiston	Pocatello	Pullman-Moscow	Friedman Memorial	Twin Falls
1	Washington	California	Minnesota	Washington	Washington	Washington	Washington
2	California	Washington	Washington	Nevada	California	California	California
3	Oregon	Colorado	Indiana	Alabama	British Columbia	Indiana	Massachusetts
4	Colorado	Oregon	Massachusetts	California	Alaska	Dist. Of Columbia	North Carolina
5	Nevada	Georgia	Michigan	Arizona	Illinois	Oregon	South Carolina
6	Utah	Texas	Montana	Georgia	Nevada	Florida	Utah
7	Arizona	Utah	Oregon	Ohio	Oregon	Minnesota	Colorado
8	Texas	Pennsylvania	Tennessee	Colorado	Texas	New Hampshire	Dist. Of Columbia
9	Montana	Wisconsin		Dist. Of Columbia		New York	Florida
10	Missouri	Hawaii		Illinois		Texas	Georgia

Source: Wilbur Smith Associates

Note: Blank spaces left for markets where fewer than ten destination states were named by respondents.

Table 1-4
Method of Purchase by Airport

<u>Survey Airport</u>	<u>Purchase Type</u>	<u>Count</u>	<u>% of Airport</u>	<u>Other Type-Note</u>
Boise Air Terminal	Corporate	159	13%	
	Direct from Airline	210	17%	
	Internet	653	53%	
	Other	5	0%	Gift
	Other	3	0%	Group Deal
	Other	2	0%	Spouse Purchased
	Travel Agent	209	17%	
Idaho Falls Regional	Corporate	25	16%	
	Direct from Airline	37	24%	
	Internet	53	34%	
	Other	1	1%	Church
	Other	1	1%	Gift
	Other	1	1%	Military
Lewiston/Nez Perce County	Travel Agent	39	25%	
	Corporate	9	38%	
	Direct from Airline	3	13%	
	Internet	7	29%	
Pocatello Regional	Travel Agent	5	21%	
	Corporate	16	23%	
	Direct from Airline	12	17%	
	Internet	23	32%	
Pullman/Moscow Regional	Travel Agent	20	28%	
	Corporate	4	22%	
	Direct from Airline	1	6%	
	Internet	5	28%	
Friedman Memorial (Sun Valley)	Travel Agent	8	44%	
	Corporate	7	12%	
	Direct from Airline	15	25%	
	Internet	21	35%	
	Other	1	2%	Gift
Joslin Field/Magic Valley (Twin Falls)	Other	1	2%	In-House Ticket
	Travel Agent	15	25%	
	Corporate	4	14%	
	Direct from Airline	8	28%	
	Internet	5	17%	
	Other	1	3%	Jump Seat - Comm. Pilot
	Travel Agent	11	38%	
State Total	Corporate	224	14%	
	Direct from Airline	286	18%	
	Internet	767	48%	
	Other	17	1%	
	Travel Agent	306	19%	

Source: Wilbur Smith Associates

The sum totals of the various purchase methods show that the internet is the predominant method of airline ticket purchase in Idaho, with nearly half of all passengers using electronic means.

Passengers at Boise Air Terminal are even more likely to use the internet, with 53 percent reporting use of that method. Although Lewiston/Nez Perce County Airport's sample size for this survey was somewhat small, it is evident from the data that a significant number of its passengers travel on tickets bought by corporate travel departments. This might be a result of the weekday time frame of the survey period, or it may be that leisure travelers are more likely to use a different airport. Another highlight from this table is the proportion of travelers at Pullman-Moscow Regional-Moscow Airport that used a travel agent to book their flights. Pullman-Moscow Regional passengers are more than twice as likely to use a travel agent as air travelers in the rest of the State.

Question 4A (Residents of Idaho): Please estimate the total number of airline trips you took in the last year.

Question 4A (Visitors to Idaho): Please estimate the total number of airline trips to Idaho that you took in the last year.

Beginning at Question 4, the survey split into two separate questionnaires. Depending on the response to Question 1 (see above), the subject of Question 4 would be slightly different. For Question 4A, the lines of questioning were similar for each sub-grouping. The intent of the two questions was to identify the frequency with which travelers used each airport. The results of Question 4A are shown in **Table 1-5** below.

Table 1-5		
Average Trips per Year		
(by Residents and Visitors)		
Airport	Residents	Visitors
Boise	12	4
Idaho Falls	9	5
Lewiston	16	11
Pocatello	10	5
Pullman/Moscow	13	4
Hailey/Sun Valley	13	3
Twin Falls	13	5
State Average	12	4

Source: Wilbur Smith Associates

The data in **Table 1-5** seem to show a geographic component to the respondent's travel patterns. Residents in the eastern part of the State that use Idaho Falls Regional and Pocatello Regional airports report fewer trips, on average, in a year's time than users of airports in the south-central part of the State at Friedman Memorial (Sun Valley) and Joslin Field/Magic Valley Regional (Twin Falls). Travelers at airports in Pullman-Moscow and especially in Lewiston also report higher-than-average use of those airports. One surprising finding is the relative infrequency of visitor use of Hailey's airport. Since this is the airport closest to the tourist centers of Ketchum and Sun Valley, it would be expected that visitors would use this airport more frequently. The difference is largely

due to the time of year the survey was administered; the airport's management reported that late September is the area's slack time in terms of tourism.

Question 4B (Residents): Which airports did you use to begin airline trips in the last year?

Question 4B (Visitors): Which airports did you fly into when visiting your Idaho destinations last year?

These questions were designed to assess the frequency of use of each airport by residents of or visitors to all parts of the State. In addition, checkboxes were provided for out-of-state airports in Missoula, Salt Lake City, and Spokane, to attempt to quantify passenger leakage from Idaho to competing airports in neighboring states. The results of these questions are shown in **Table 1-6** below. The numbers in the table represent the sum total of all trips in the last 12 months reported by the survey respondents.

Table 1-6
Trips From Idaho Airports Reported in Surveys
(previous 12 months)

<u>Using:</u>	<u>Interviewed At:</u>						
	<u>Boise</u>	<u>Idaho Falls</u>	<u>Lewiston</u>	<u>Pocatello</u>	<u>Pullman</u>	<u>Sun Valley</u>	<u>Twin Falls</u>
Boise	1338	45	3	55	0	26	12
Idaho Falls	33	297	1	43	0	0	0
Lewiston	7	7	140	5	3	0	0
Pocatello	8	5	0	88	1	0	0
Pullman	0	0	32	0	116	14	0
Sun Valley	13	0	0	0	0	215	0
Twin Falls	21	0	0	0	0	9	177
Missoula	0	0	0	0	0	0	0
Salt Lake City	6	6	0	7	0	0	3
Spokane	28	3	37	11	45	0	0
Other Airports	<u>12</u>	<u>0</u>	<u>0</u>	<u>12</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Trips Reported	1466	363	213	221	165	264	192

Source: Wilbur Smith Associates

The data in Table 1-6 shows that for most markets in the State, Boise Air Terminal was the top alternative airport for passengers beginning an airline trip. A notable exception is in the northern part of the State (at Lewiston/Nez Perce County and Pullman-Moscow Regional), where Spokane International becomes the primary alternative for air travelers. This difference is undoubtedly the result of the State's geography and ground transportation system, which makes a driving trip from the panhandle to Boise a time-consuming proposition. Also of note is the lack of mention of Missoula as an alternative for airline travel. Since the surveys were administered in airports and not necessarily population centers in the State, it is not surprising that Missoula was not mentioned. Had the survey been administered in Coeur d'Alene or Kellogg or Salmon, it might be anticipated that Missoula would have appeared as an alternative for some travelers. The "Other Airports" row in Table 1-6 included responses such as Denver, Portland, and Seattle.

Parking Lot Inventories

Survey Method. Wilbur Smith Associates staff performed vehicle counts at the parking lots of all Idaho airports. Efforts were made to canvass the lots at various times of day and week to correct for the effects of business or weekend travelers. In the case of Boise and Idaho Falls, lot management provided car counts from their own records. The schedule of the inventories is presented in **Table 1-7**. For out-of-state airports, records were requisitioned from parking lot management companies at each airport. Airports serving Spokane and Missoula provided one month of overnight parking lot inventories. Salt Lake City International provided results from a 1995 Passenger Demand Study produced for that airport.

During each inventory period, a staff member tallied license plate county codes of each car in the airport's parking facility. Idaho's license plate county codes were obtained from the State's Transportation Department and tally sheets were constructed accordingly. For out-of-state vehicles, the total number of cars was counted, since states surrounding Idaho do not identify county of origin on license plates. Vanity, commercial, government, or specialty plates were counted separately if no county information was displayed.

The number of cars at each airport in each sample period can be used to help estimate the demand for commercial air service within each county. While cars and passengers do not equate to a one-for-one relationship, the proportion of cars from various geographic areas provides an estimate of the various areas where an airport's passengers originate.

The average sample sizes for the parking lot survey were as follows:

- Boise Air Terminal: 1222 cars
- Idaho Falls Regional: 143 cars
- Lewiston/Nez Perce County: 143 cars
- Pocatello Regional: 192 cars
- Pullman-Moscow Regional: 34 cars
- Friedman Memorial (Sun Valley): 69 cars
- Joslin Field/Magic Valley Regional (Twin Falls): 101 cars

The results of the vehicle inventory effort will be used to calibrate the passenger demand model presented in Chapter 2, *Passenger Demand Estimates and Allocation*. The data provided through the car counts is extensive and is therefore not presented in this chapter.

Table 1-7
Idaho Parking Lot Inventory Schedule

<u>Survey Location/Day</u>	<u>Time</u>	<u>Date</u>	<u>Day of Week</u>
Boise Day 1	12:00 AM*	9/22/2002	Sunday
Boise Day 2	12:00 AM*	9/23/2002	Monday
Boise Day 3	12:00 AM*	9/24/2002	Tuesday
Boise Day 4	12:00 AM*	9/25/2002	Wednesday
Boise Day 5	12:00 AM*	9/26/2002	Thursday
Boise Day 6	12:00 AM*	9/27/2002	Friday
Boise Day 7	12:00 AM*	9/28/2002	Saturday
Idaho Falls Day 1	12:00 AM*	9/16/2002	Monday
Idaho Falls Day 2	12:00 AM*	9/17/2002	Tuesday
Idaho Falls Day 3	12:00 AM*	9/18/2002	Wednesday
Idaho Falls Day 4	12:00 AM*	9/19/2002	Thursday
Idaho Falls Day 5	12:00 AM*	9/20/2002	Friday
Idaho Falls Day 6	12:00 AM*	9/21/2002	Saturday
Idaho Falls Day 7	12:00 AM*	9/22/2002	Sunday
Lewiston Day 1	10:00 AM	9/30/2002	Monday
Lewiston Day 2	6:30 AM	10/1/2002	Tuesday
Pocatello Day 1	2:30 PM	9/23/2002	Monday
Pocatello Day 2	2:00 PM	9/25/2002	Wednesday
Pocatello Day 3	2:30 PM	9/27/2002	Friday
Pullman, WA Day 1	1:30 PM	9/30/2002	Monday
Pullman, WA Day 2	10:30 AM	10/02/2002	Wednesday
Sun Valley / Hailey Day 1	12:30 PM	9/23/2002	Monday
Sun Valley / Hailey Day 2	9:00 AM	9/25/2002	Wednesday
Sun Valley / Hailey Day 3	5:30 PM	9/27/2002	Friday
Twin Falls Day 1	12:00 PM	9/24/2002	Tuesday
Twin Falls Day 2	8:30 AM	9/26/2002	Tuesday

Source: Wilbur Smith Associates

*Daily Boise and Idaho Falls parking lot data provided by lot management,
counts taken nightly at midnight

The surveys completed for the system diagnostics section allow a better understanding of the current state of Idaho's air service options. The travel agent survey contained questions designed to assess the travel patterns of Idaho's air service consumers, especially as those patterns pertain to airport choice. The passenger survey asks similar but more in-depth questions of the passengers themselves, as well as questions aimed at identifying popular travel destinations. The parking lot inventories are still another measure of airport choice by passengers of various areas within the State. The data provided by these surveys serve as useful tools for estimating travel patterns and airport choice by all of Idaho's air travelers.

Statewide Socioeconomic Data and Trends

A diagnostic analysis of Idaho's commercial air service system must include some discussion of demographic and economic trends in the State. In order to assess the current state of Idaho's commercial air service system and to determine how it fits with the State's travelers' needs, an understanding of the users of the system must be provided. For this section, data was compiled from a variety of sources; indicators that include population, employment, and per capita personal income were obtained. These measures, including some projections, allow for a greater understanding of how demand for commercial air service in the State has changed and will change over time.

Population. Population in the State of Idaho grew at an annualized rate of 2.5 percent between the 1990 and 2000 censuses. The fastest growing counties are generally those around the City of Boise. Ada and Canyon Counties grew 3.8 percent per year on average, while Boise County grew 6.5 percent and Elmore County grew 3.2 percent annually. Counties considered to be in resort areas also grew faster than the rest of the State between 1990 and 2000. Blaine, Teton and Kootenai Counties grew at 3.3, 5.7 and 4.4 percent respectively each year in this period. Two counties, Butte and Shoshone, saw slight decreases in population between 1990 and 2000. The State's population increased nearly four times as fast as the U.S. population, and even grew faster than the Northwest as a whole. **Table 1-8** shows Idaho's population data and comparisons to the Northwest and the United States, and **Figure 1-12** shows a map of Idaho's population density.

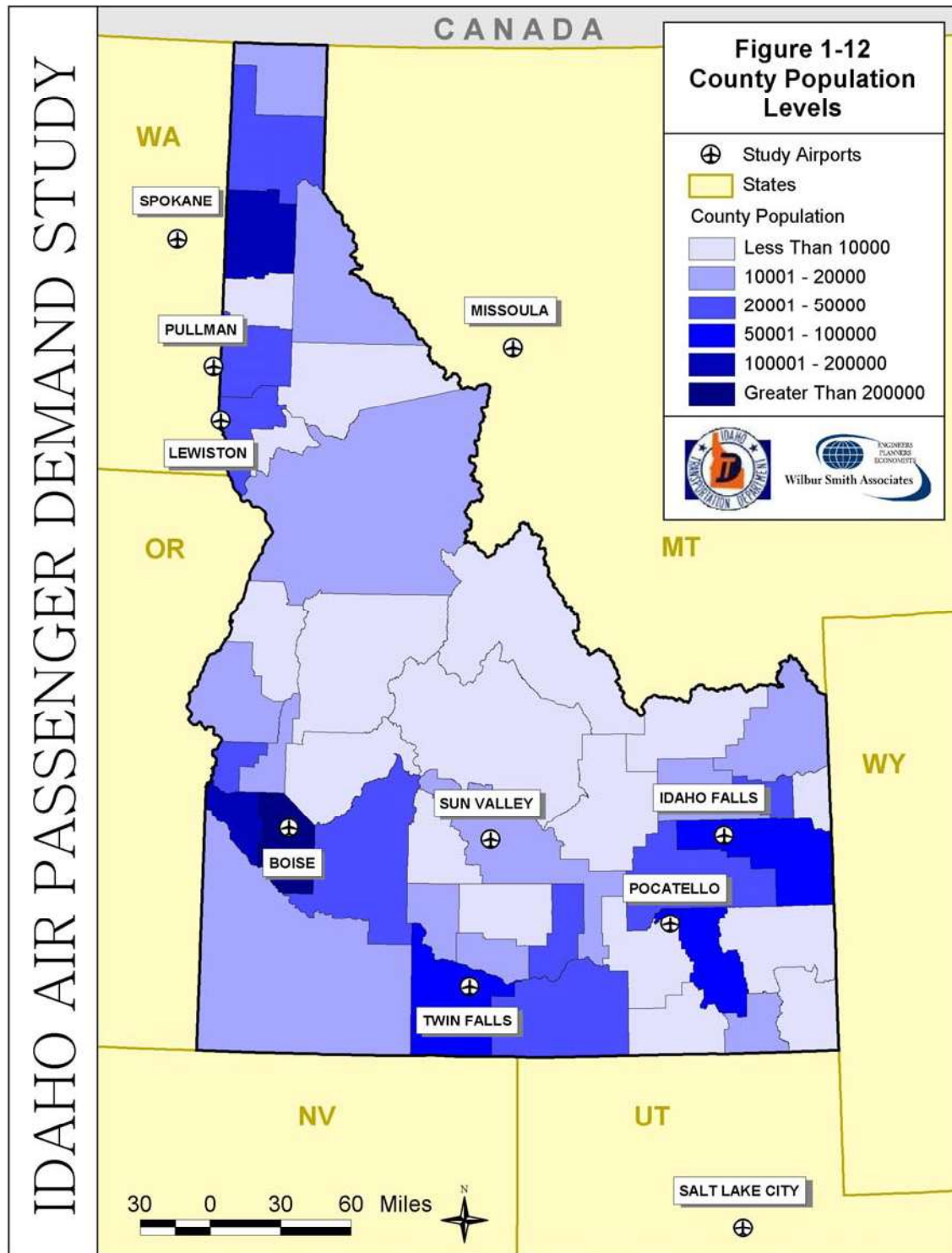
Overall population in Idaho is expected to grow somewhat more slowly through 2010 than the annual growth rates experienced in the 1990s and 2000. Only five counties are projected to have annual average increases in population of more than 2 percent through 2010; Ada, Blaine, Boise, Canyon, and Valley counties should see these higher average annual growth rates. Counties in more rural areas are expected to generally grow at a slower rate than the state average. Despite the slower growth rates over the next two years compared to the 1990s, Idaho's population is expected to increase at a slightly faster rate (1.6 percent annually) than the Northwest as a whole (1.4 percent annually), and at twice the rate of the nation.

Table 1-8
County Population and Growth Rates
 (1990 - 2010)

County	1990	2000	2010	AAGR 90-00	AAGR 00-10
Ada	207,522	300,904	378,109	3.8%	2.3%
Adams	3,264	3,476	3,645	0.6%	0.5%
Bannock	66,241	75,565	87,013	1.3%	1.4%
Bear Lake	6,087	6,411	7,078	0.5%	1.0%
Benewah	7,943	9,171	9,766	1.4%	0.6%
Bingham	37,617	41,735	48,120	1.0%	1.4%
Blaine	13,765	18,991	23,283	3.3%	2.1%
Boise	3,552	6,670	8,612	6.5%	2.6%
Bonner	26,757	36,835	44,064	3.2%	1.8%
Bonneville	72,603	82,522	94,506	1.3%	1.4%
Boundary	8,352	9,871	11,808	1.7%	1.8%
Butte	2,915	2,899	3,122	-0.1%	0.7%
Camas	737	991	1,151	3.0%	1.5%
Canyon	90,639	131,441	164,140	3.8%	2.2%
Caribou	6,958	7,304	7,920	0.5%	0.8%
Cassia	19,607	21,416	23,552	0.9%	1.0%
Clark	758	1,022	1,146	3.0%	1.2%
Clearwater	8,494	8,930	9,441	0.5%	0.6%
Custer	4,157	4,342	4,691	0.4%	0.8%
Elmore	21,227	29,130	31,989	3.2%	0.9%
Franklin	9,261	11,329	12,685	2.0%	1.1%
Fremont	10,941	11,819	13,786	0.8%	1.6%
Gem	11,938	15,181	16,869	2.4%	1.1%
Gooding	11,662	14,155	16,660	2.0%	1.6%
Idaho	13,818	15,511	16,410	1.2%	0.6%
Jefferson	16,612	19,155	21,447	1.4%	1.1%
Jerome	15,217	18,342	20,940	1.9%	1.3%
Kootenai	70,400	108,685	130,016	4.4%	1.8%
Latah	30,656	34,935	36,934	1.3%	0.6%
Lemhi	6,926	7,806	8,434	1.2%	0.8%
Lewis	3,520	3,747	3,971	0.6%	0.6%
Lincoln	3,345	4,044	4,749	1.9%	1.6%
Madison	23,757	27,467	32,500	1.5%	1.7%
Minidoka	19,383	20,174	22,186	0.4%	1.0%
Nez Perce	33,845	37,410	39,551	1.0%	0.6%
Oneida	3,512	4,125	4,495	1.6%	0.9%
Owyhee	8,415	10,644	12,115	2.4%	1.3%
Payette	16,444	20,578	22,865	2.3%	1.1%
Power	7,071	7,538	8,295	0.6%	1.0%
Shoshone	13,970	13,771	15,485	-0.1%	1.2%
Teton	3,458	5,999	6,827	5.7%	1.3%
Twin Falls	53,792	64,284	70,695	1.8%	1.0%
Valley	6,149	7,651	9,670	2.2%	2.4%
Washington	8,595	9,977	11,086	1.5%	1.1%
State	1,011,882	1,293,953	1,521,830	2.5%	1.6%
Northwest	8,771,209	10,636,923	12,186,886	1.9%	1.4%
United States		274,500,000	297,700,000	0.9%	0.8%

Source: U.S. Census Bureau (historic) and Idaho Economics (projected).

AAGR: Average Annual Growth Rate



Employment. Employment in Idaho grew at an average annual rate of 3.8 percent between 1990 and 2000. This represents an increase of about 173,600 new jobs in the State in ten years. Ada, Canyon, and Kootenai Counties were responsible for over 60 percent of these new jobs, adding a total of 105,749 employees to the workforce. Custer and Shoshone counties were the only two counties to show decreases in employment over this time period. Despite these decreases, Idaho's total employment grew at twice the average annual rate of the U.S. in the 1990s, and grew significantly faster than the Northwest region as well. **Table 1-9** shows each county's employment level and growth rate over the period 1990-2010. **Figure 1-13** shows the concentration of employment in Idaho's counties.

Employment in the State is expected to grow at a slower rate through 2010 than it did in the 1990s. The projected annual average growth rate in employment for the State is about 2.1 percent per year through 2010. Ada, Blaine, Boise, and Bonner counties are expected to have employment growth rates approaching 3.0 percent per year, with most other counties growing at or below the State's average annual rate of growth. As is the case with population projections discussed above, most of the projected growth is anticipated to occur in the more developed counties, with rural counties growing at somewhat slower rates. Employment growth in the State is expected to increase faster than both the Northwest region and the United States.

Per Capita Income. On average, each resident of Idaho earned about \$23,771 in 2000. This is an increase of almost 50 percent from \$15,866 in 1990, or an annual growth rate of 4.1 percent. Some of the largest increases in per capita income came in Ada, Boundary, and Gooding counties, each with average annual growth rates of over five percent. The largest dollar increase in per capita income came in Blaine County, where it increased from \$25,000 in 1990 to about \$39,500. Ada County experienced a similar increase of about \$12,500, and Gooding County's per capita income rose by about \$10,000 in the same period. Only Clark County experienced a decrease in its average per capita income in the 1990s, with a decrease of over \$9,800. Blaine County had the highest per capita income at 166 percent of the State average for 2000, while Madison County had the lowest at just 62 percent of the statewide figure. The average per capita income in Idaho was lower than the United States' in both 1990 and 2000; in those years Idaho's per capita income was about 70 and 88 percent of the national figure, respectively. However, Idaho's per capita income in these years was higher than that in the Northwest.

Through 2010, Idaho's statewide per capita income is projected to increase about 3.7 percent per year, only slightly slower than the previous decade. Adams, Benewah, Jerome, and Shoshone Counties are expected to lead the State in growth in this measure, each with projected growth rates of more than four percent per year. Boise, Teton, and Valley counties are projected to lag the rest of the State, each with less than three percent annual growth in per capita income. Regardless, these counties are still projected to grow at a moderate rate, and no county is expected to decline. In contrast to the historic figures discussed above, Idaho's per capita income is expected to surpass the United States' average by 2010. **Table 1-10** and **Figure 1-14** below shows details about Idaho's per capita personal income.

Table 1-9
County Employment and Growth Rates
 (1990 - 2010)

County	1990	2000	2010	AAGR 90-00	AAGR 00-10
Ada	108,098	179,966	236,988	5.2%	2.8%
Adams	928	935	1,037	0.1%	1.0%
Bannock	24,160	33,663	38,794	3.4%	1.4%
Bear Lake	1,155	1,676	1,846	3.8%	1.0%
Benewah	2,873	3,535	4,378	2.1%	2.2%
Bingham	11,486	13,022	15,576	1.3%	1.8%
Blaine	8,012	11,765	15,867	3.9%	3.0%
Boise	927	1,452	1,932	4.6%	2.9%
Bonner	8,600	12,402	16,461	3.7%	2.9%
Bonneville	29,726	39,974	49,396	3.0%	2.1%
Boundary	2,497	3,497	4,326	3.4%	2.2%
Butte	4,618	5,872	6,103	2.4%	0.4%
Camas	184	269	307	3.8%	1.4%
Canyon	30,135	45,947	53,542	4.3%	1.5%
Caribou	2,633	3,058	3,288	1.5%	0.7%
Cassia	6,467	8,136	9,679	2.3%	1.8%
Clark	208	500	555	9.1%	1.1%
Clearwater	3,214	3,452	3,786	0.7%	0.9%
Custer	1,639	1,530	1,613	-0.7%	0.5%
Elmore	4,935	6,349	7,537	2.6%	1.7%
Franklin	1,683	2,323	2,604	3.3%	1.1%
Fremont	2,352	2,612	3,196	1.1%	2.0%
Gem	2,485	2,976	3,134	1.8%	0.5%
Gooding	2,842	4,074	5,073	3.7%	2.2%
Idaho	4,017	4,544	4,634	1.2%	0.2%
Jefferson	3,328	4,582	5,403	3.2%	1.7%
Jerome	3,514	5,652	6,538	4.9%	1.5%
Kootenai	25,469	43,538	56,406	5.5%	2.6%
Latah	11,534	13,828	15,191	1.8%	0.9%
Lemhi	2,057	2,605	2,848	2.4%	0.9%
Lewis	1,164	1,177	1,263	0.1%	0.7%
Lincoln	939	1,056	1,280	1.2%	1.9%
Madison	6,949	10,050	12,704	3.8%	2.4%
Minidoka	6,205	7,178	8,338	1.5%	1.5%
Nez Perce	16,682	21,637	24,075	2.6%	1.1%
Oneida	693	936	1,029	3.1%	1.0%
Owyhee	1,447	1,762	2,053	2.0%	1.5%
Payette	4,217	5,692	6,610	3.0%	1.5%
Power	3,487	3,758	3,918	0.8%	0.4%
Shoshone	5,174	4,902	5,844	-0.5%	1.8%
Teton	684	1,469	1,752	7.9%	1.8%
Twin Falls	22,106	29,953	35,894	3.1%	1.8%
Valley	2,811	3,509	4,398	2.2%	2.3%
Washington	2,178	3,289	3,813	4.2%	1.5%
State	386,515	560,100	691,008	3.8%	2.1%
Northwest	5,056,101	6,445,442	7,475,680	2.5%	1.5%
United States		128,100,000	146,460,000	1.9%	1.3%

Source: U.S. Census Bureau (historic) and Idaho Economics (projected)

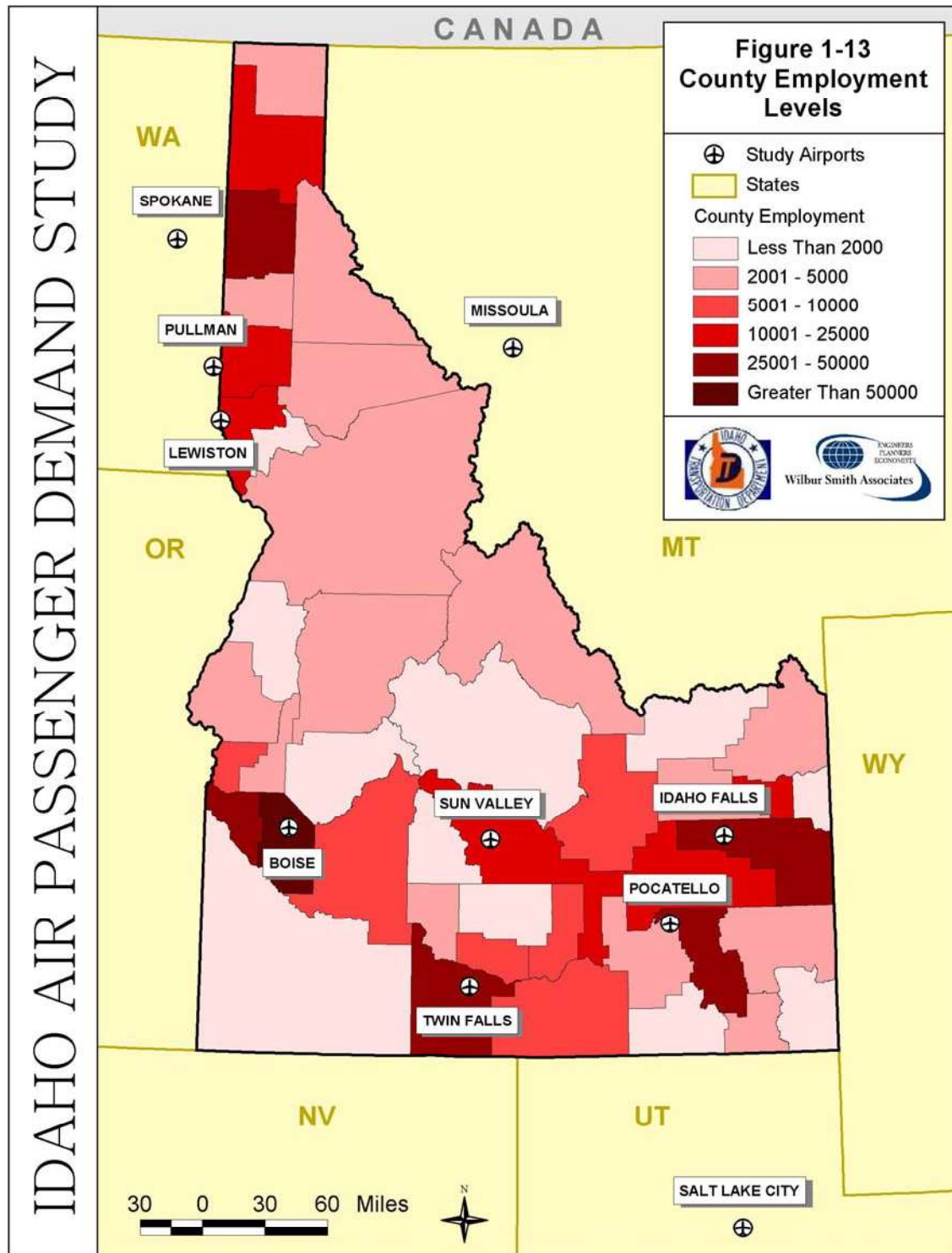
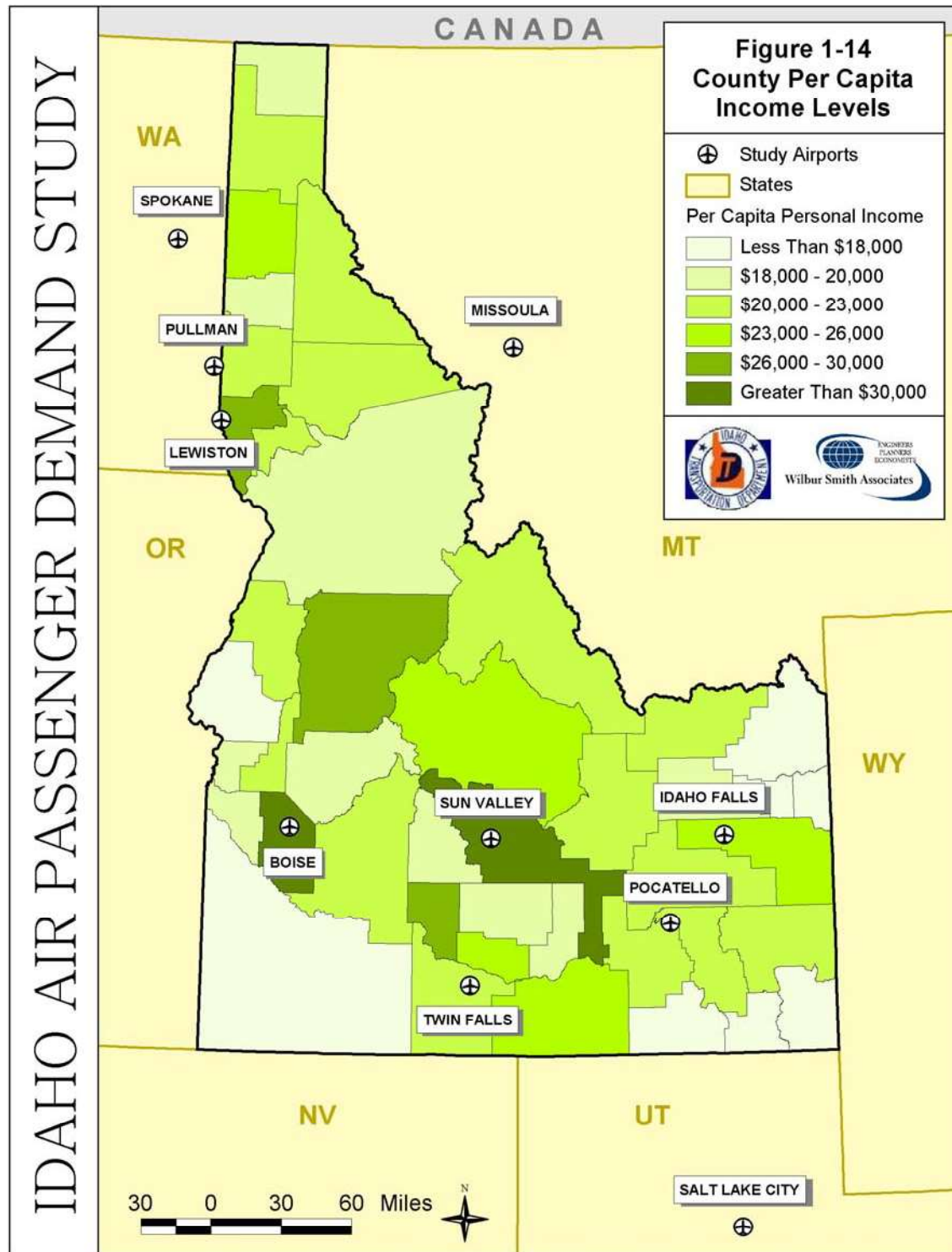


Table 1-10
County Per Capita Income and Growth Rates
 (1990 - 2010)

County	1990	2000	2010	AAGR 90-00	AAGR 00-10
Ada	19,912	32,474	47,579	5.0%	3.9%
Adams	13,791	20,729	31,706	4.2%	4.3%
Bannock	14,165	21,334	30,602	4.2%	3.7%
Bear Lake	10,897	16,658	24,273	4.3%	3.8%
Benewah	13,992	19,750	31,352	3.5%	4.7%
Bingham	14,179	19,228	27,233	3.1%	3.5%
Blaine	25,005	39,557	54,806	4.7%	3.3%
Boise	14,615	18,622	24,426	2.5%	2.8%
Bonner	13,375	19,773	28,197	4.0%	3.6%
Bonneville	17,236	23,396	32,851	3.1%	3.5%
Boundary	11,457	18,844	26,860	5.1%	3.6%
Butte	13,043	20,877	30,318	4.8%	3.8%
Camas	14,707	19,280	27,475	2.7%	3.6%
Canyon	13,738	18,557	25,389	3.1%	3.2%
Caribou	14,385	20,654	28,998	3.7%	3.5%
Cassia	16,530	22,896	31,911	3.3%	3.4%
Clark	31,412	21,574	30,035	-3.7%	3.4%
Clearwater	13,863	20,277	29,013	3.9%	3.6%
Custer	15,107	22,924	33,309	4.3%	3.8%
Elmore	17,400	20,598	29,602	1.7%	3.7%
Franklin	11,084	15,959	21,583	3.7%	3.1%
Fremont	12,945	16,418	22,489	2.4%	3.2%
Gem	13,534	19,376	27,781	3.7%	3.7%
Gooding	15,763	26,603	39,146	5.4%	3.9%
Idaho	14,160	17,937	25,707	2.4%	3.7%
Jefferson	12,747	18,964	27,425	4.1%	3.8%
Jerome	15,285	23,816	35,112	4.5%	4.0%
Kootenai	16,012	23,495	33,713	3.9%	3.7%
Latah	14,736	21,279	30,915	3.7%	3.8%
Lemhi	13,160	19,795	28,312	4.2%	3.6%
Lewis	16,995	21,352	30,684	2.3%	3.7%
Lincoln	14,791	19,676	28,035	2.9%	3.6%
Madison	9,555	14,697	20,527	4.4%	3.4%
Minidoka	13,407	18,298	25,814	3.2%	3.5%
Nez Perce	17,066	25,672	36,408	4.2%	3.6%
Oneida	11,734	15,987	22,481	3.1%	3.5%
Owyhee	12,698	16,968	23,018	2.9%	3.1%
Payette	12,590	19,139	26,311	4.3%	3.2%
Power	18,039	20,991	29,877	1.5%	3.6%
Shoshone	14,246	20,202	29,850	3.6%	4.0%
Teton	12,069	14,959	19,866	2.2%	2.9%
Twin Falls	15,353	22,057	32,405	3.7%	3.9%
Valley	17,783	26,712	33,657	4.2%	2.3%
Washington	11,949	17,321	23,861	3.8%	3.3%
State	15,866	23,771	34,334	4.1%	3.7%
Northwest	15,714	19,556	21,667	2.2%	1.0%
United States	22,871	26,988	30,227	1.7%	1.1%

Source: U.S. Census Bureau (historic) and Idaho Economics (projected)



Hotel and Motel Accommodations. The number of hotels and motels in each county can be used as a proxy for actual tourist counts. There is a predictable and positive correlation between the number of tourists in an area and the number of hotels in that area. For this study, the number of hotel establishments in each Idaho county in 2000 was obtained from the U.S. Census Bureau's *County Business Patterns* publication. Additionally, in some small counties (those with few lodging establishments) the Census declines to publish hotel data, since doing so might divulge private business data. In the case of six counties (Camas, Gem, Jefferson, Lincoln, Owyhee, and Payette) Idaho Department of Labor data was used to supplement the Census' data. The resulting hotel/motel counts are presented in **Table 1-11**. The same information is presented in a map in **Figure 1-15**.

Table 1-11
Hotel Establishments by County

<u>County</u>	<u>Hotels</u>	<u>County</u>	<u>Hotels</u>
Ada	57	Gem	1
Adams	3	Gooding	3
Bannock	17	Idaho	17
Bear Lake	4	Jefferson	1
Benewah	2	Jerome	5
Bingham	4	Kootenai	41
Blaine	18	Latah	26
Boise	7	Lemhi	11
Bonner	23	Lewis	2
Bonneville	18	Lincoln	0
Boundary	6	Madison	5
Butte	3	Minidoka	2
Camas	1	Nez Perce	10
Canyon	10	Oneida	1
Caribou	3	Owyhee	0
Cassia	6	Payette	1
Clark	1	Power	3
Clearwater	6	Shoshone	5
Custer	15	Teton	7
Elmore	11	Twin Falls	20
Franklin	4	Valley	17
Fremont	14	Washington	2
Total Idaho Hotels			413

Sources: US Census Bureau, *County Business Patterns*,
Idaho Department of Labor

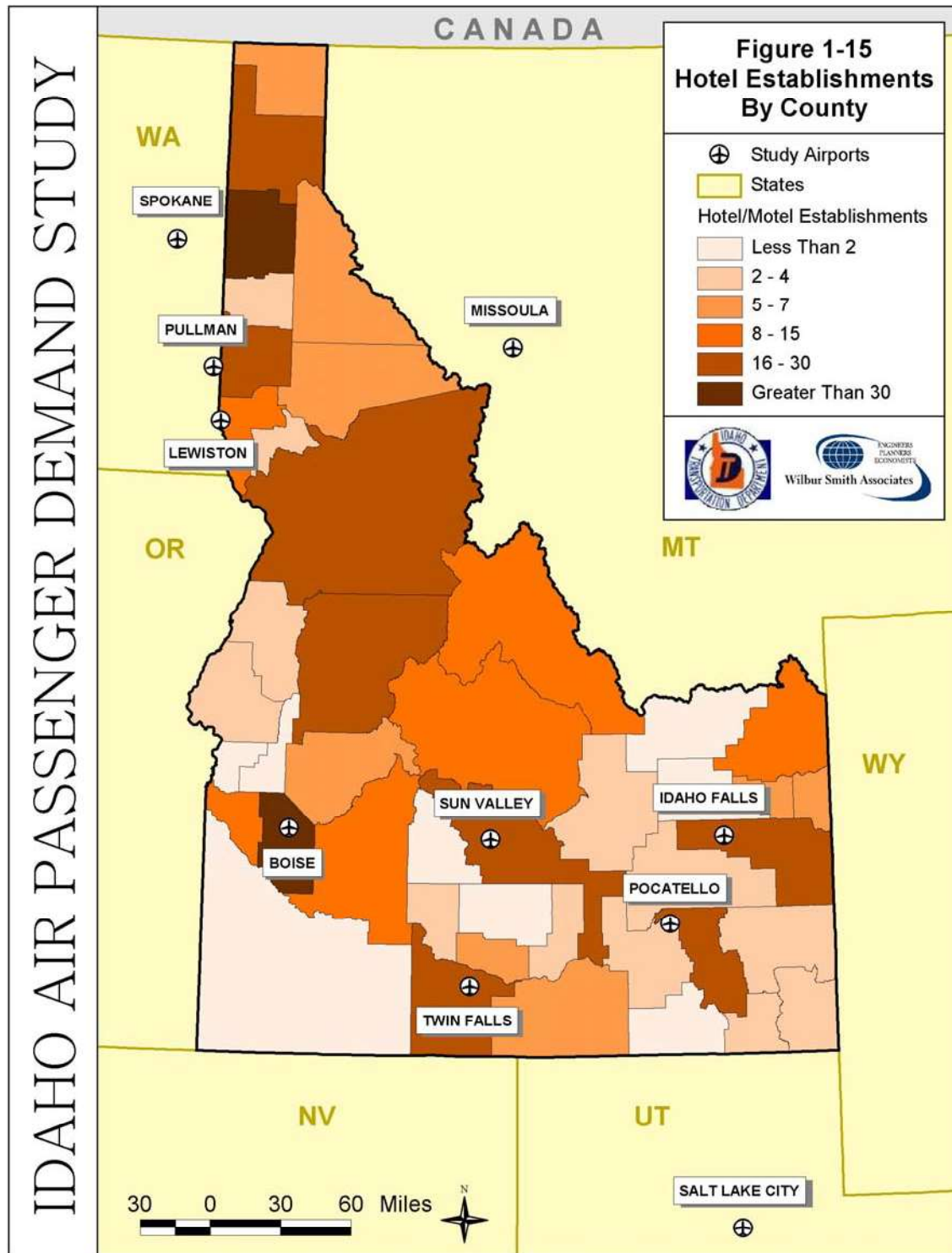
Conclusions From Survey and Data Acquisition Efforts

There is generally a positive correlation between population, employment, per capita income, and tourism (represented by hotel data) and demand for commercial airline travel. In other words, as

population, employment, income, and tourism increase, demand for commercial airline travel also has a propensity to increase.

In subsequent portions of this study, demand (in the form of passenger originations) for each Idaho county will be estimated. Even before this exercise is undertaken, it can be anticipated that those counties showing relatively high concentrations of population and employment and tourism activity will also show relatively higher numbers of originating passengers. Further, as income levels rise, the propensity to consume commercial airline service also typically increases.

Population, employment, income, and tourism activity levels, by county, will be used in subsequent sections of this study. This information, in conjunction with travel agent and passenger surveys and parking lot inventories, will be used to establish estimates of originating commercial airline travelers for each Idaho county.



Historic Air Service

Introduction

In order to assess the current status of Idaho's commercial air service, it is important to examine the history of air service at airports around the State. The following section of this chapter will discuss recent history of air service at each airport in Idaho, as well as the implications the history may have on the future of commercial airline travel in the State.

Boise Air Terminal/Gowen Field

Enplanements and Average One-way Fares. Enplanements at Boise Air Terminal have more than doubled since 1992. The largest part of this increase came in the early part of the study period, when Southwest Airlines began offering service. Additional carriers also began offering routes out of Boise after 1994. Enplaned passengers nearly doubled between 1992 and 1997, and continued significant growth through 2001. Average annual growth in enplanements over the ten-year period was in excess of seven percent, by far the highest growth rate among Idaho's airports. Enplanements were down in 2001 from the previous year and again in 2002, due primarily to September 11 and a continuing recession. An enplanement summary can be found in **Table 1-12**. Between 1992 and 1996, average one-way fares at Boise Air Terminal fell from nearly \$175 to about \$111. Since then, fares have increased to about \$117, but the overall change still represents almost a 33 percent decrease from 1992 fares. Again, Southwest's discount business model is credited for the decreased fares. Fares at Boise Air Terminal are the lowest in Idaho, and out of nearby airports in neighboring states, only Spokane has lower fares. **Table 1-12** shows a summary of the airport's fare history.

Table 1-12
Enplaned Passengers and
Average Non-Stop Fares, 1992-2002

Boise Air Terminal/Gowen Field		
Year	Enplanements	Average Fare
1992	650,846	173.68
1993	794,032	145.32
1994	959,540	134.77
1995	1,107,519	118.24
1996	1,262,080	110.54
1997	1,261,322	113.76
1998	1,297,457	116.50
1999	1,421,851	120.64
2000	1,510,157	125.34
2001	1,426,187	118.48
2002	1,393,158	117.45
Annual Growth Rate	7.16%	-3.49%

Sources: *Official Airline Guide*; Airport Records, US DOT

Annual Departures and Destinations Served. The level of nonstop service at Boise Air Terminal has increased dramatically over the last 10 years as shown in **Table 1-12**. In 1992, the airport had nonstop service to 18 destinations; including 9 major airports in the U.S. Approximately 43 percent of these flights were intrastate flights, to other Idaho markets or to small markets in Washington. There were 58 seats per flight on average in 1992.

The nature of Boise's air service changed considerably when Southwest Airlines introduced service in 1994. By 1997, Southwest offered nonstop service to six destinations including Las Vegas, Reno, Salt Lake City, Seattle, Spokane, and Portland. Average seats per flight jumped to 90 by 1997 because of this new Southwest service on Boeing 737 jet aircraft. Other major carriers introduced new service in this time frame to San Jose, Oakland, and Minneapolis. Flights to small Idaho and Washington markets were cut in half. By 2002, these short-haul flights made up just 12 percent of the airport's total flights, compared to 43 percent ten years earlier. New long-haul markets added by 2002 included Phoenix, Los Angeles, Sacramento, Dallas/Ft. Worth, and San Diego. Average seats per flight fell slightly between 1997 and 2002 due to the introduction of the 50-seat regional jet on many routes.

Carriers and Equipment Types. Boise Air Terminal has witnessed considerable change in carriers and types of equipment used to serve the market. In 1992, eight carriers provided a mix of jet and turboprop aircraft service at the airport (see **Table 1-14**). Delta, United, and Alaska were the only carriers to provide daily jet service. By 1997, although only six carriers served the market, two new carriers providing jet service entered the market, namely Southwest and Northwest. SkyWest, flying as Delta Connection, also introduced regional jet service to Salt Lake City. By 2002, eight additional carriers had begun nonstop service at the airport. Three of these carriers introduced regional jet service including SkyWest, operating as United Express to San Francisco; Mesa, operating as America West Express to Phoenix, and American Eagle to Dallas/Ft. Worth. By 2002, Horizon introduced regional jet service on ten routes; five of which were brand new markets served from Boise by Horizon. In addition to the growth in regional jet service, low fare carrier Frontier Airlines also introduced new service to Denver in 2002 using mainly 138-seat Boeing 737 aircraft. America West also began jet service to its hub in Phoenix in 2002.

Table 1-13
Annual Nonstop Scheduled Departures and Average Seats per Flight

Boise Air Terminal/Gowen Field						
Airport Category	Annual Departures			Average Seats Per Flight		
<u>Destination</u>	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>1992</u>	<u>1997</u>	<u>2002</u>
Major Airports						
Salt Lake City	2,824	4,677	4,383	84	107	87
Seattle	1,998	3,507	3,820	81	83	81
Portland	1,880	3,160	3,096	53	86	81
Denver	1,095	1,379	1,954	134	118	119
Spokane	1,972	2,096	1,868	43	96	98
San Francisco	1,313	1,457	1,642	114	124	55
Phoenix	0	0	1,133	0	0	90
Reno	366	1,061	1,047	30	137	132
Minneapolis/St. Paul	0	730	1,057	0	113	124
Los Angeles	370	0	751	140	0	50
Las Vegas	0	729	730	0	137	137
San Jose	0	522	624	0	60	50
Sacramento	0	0	623	0	0	59
Oakland	0	158	365	0	60	137
Dallas/Ft. Worth	0	0	421	0	0	67
Chicago-O'Hare	732	458	395	137	122	138
San Diego	<u>0</u>	<u>0</u>	<u>275</u>	<u>0</u>	<u>0</u>	<u>50</u>
Major Airport Total	12,550	19,934	24,184	83	102	90
All Other Airports						
Lewiston	2,760	1,213	1,359	20	35	37
Idaho Falls	1,659	1,315	994	19	37	52
Billings	0	0	400	0	0	16
Pocatello	1,253	302	381	21	37	39
Sun Valley	1,909	901	17	27	37	37
Twin Falls	1,456	378	0	19	27	0
All Other	<u>472</u>	<u>113</u>	<u>250</u>	<u>120</u>	<u>32</u>	<u>16</u>
Other Airport Total	9,509	4,222		26	35	
Boise Total	22,059	24,156	27,585	58	90	83

Source: Official Airline Guide

Table 1-14
Carriers Providing Non-Stop Service and Equipment Type
Boise Air Terminal/Gowen Field

	<u>Carrier</u>	<u>Code</u>	<u>Equipment Types</u>		
			<u>1992</u>	<u>1997</u>	<u>2002</u>
	Horizon	QX	Dash 8/ Fokker 28/ Swearingen Metro	Dash 8/ Fokker 28/ Swearingen Metro	CRJ/ Dash 8-400/ Dash 8/ Fokker 28
	Southwest	WN	-	B737-300/ B737-500	B737-300/ B737-500/ B737-700
	Delta	DL	B727-200/ B737-200/ B737-300	B727-200	B727-200/ B737-300/ B737-800
SkyWest (Delta Connection)	DL*		Brasilia/ Swearingen Metro	CRJ/ Brasilia	CRJ/ Brasilia
	United	UA	B737-500/ B737-300/ B737-200/ B727-200	B737-500/ B737-300/ B737-200/ B727-200	B737-300/ B737-500/ A320/ A319
SkyWest (United Express)	UA*		-	-	CRJ
Northwest	NW		-	DC9/ MD80/ B727-200	A319/ A320
America West	HP		-	-	B737-200/ B737-300/ A319
Mesa	YV		-	-	CRJ
American Eagle	AA*		-	-	CRJ
Frontier	F9		-	-	B737-200/ B737-300
Big Sky	GQ		-	-	Swearingen Metro
Salmon Air	S6		-	-	Piper
Sun Country	SY		-	-	B737-800
Westair (United Express)	UA*		Brasilia	-	-
Alaska	AS		MD80/ B727	-	-
Empire Airlines	EM		Fokker F27/ Swearingen Metro	-	-
Tahoe Air	XP		B737-200	-	-
Number of Carriers			8	6	14

Source: *Official Airline Guide*

Summary. **Table 1-15** summarizes the passenger and service history at Boise Air Terminal. Enplanements increased by about 114 percent and seats per flight increased over 75 percent between 1992 and 2002 with the introduction of nonstop service by ten new carriers to eleven new destinations. The low fare service offered by Southwest and Frontier has encouraged many passengers in the State to drive to Boise to take advantage of the lower fares offered by these carriers. Intrastate departures from Boise Air Terminal fell dramatically over the ten-year period and average seats per flight rose from 58 in 1992 to 83 by 2002 as more jet aircraft serving longer haul markets were added at Boise Air Terminal.

Table 1-15
Passenger Service Trends Summary, 1992-2002
Boise Air Terminal/Gowen Field

	1992	1997	2002	Change 1992-2002
Enplanements	650,846	1,261,322	1,393,158	114.05%
One-Way Average Fare	173.68	113.76	117.45	-32.38%
Average Weekly Departures	424	465	531	25.24%
Average Weekly Departing Seats	24,793	42,033	44,138	78.03%
Average Seats per Flight	58	90	83	25
Number of Carriers Serving Airport	8	6	14	6
Number of Destinations Served Nonstop	18	29	29	11

Sources: *Official Airline Guide*; Airport Records, U.S. DOT.

Idaho Falls Regional Airport

Enplanements and Average One-way Fares. Enplanements at Idaho Falls Regional have remained relatively constant over the last ten years. Enplanements peaked in 1993 at just over 125,000. After declining to about 114,000 in 1997, the number of enplanements at Idaho Falls Regional nearly reached its 1992 level before declining again in 2001 and 2002. **Table 1-16** shows Idaho Falls Regional's enplanement data. Fares at Idaho Falls Regional have decreased at a rate of about one half of one percent per year over the last ten years. The average one-way fare from Idaho Falls Regional peaked in 1994 at nearly \$196 before falling to a low of \$161 in 2001. The average price of a ticket at this airport fell almost \$15 in 2001, but again increased by about \$9 in 2002. **Table 1-16** shows average fare data for the period of 1992 to 2001.

Annual Departures and Destinations Served. As shown in **Table 1-17**, the level of nonstop service at Idaho Falls Regional Airport has fallen slightly over the last ten years. In 1992, the airport had nonstop service to four destinations and three major airports, including Boise, Salt Lake City, and Dallas/Ft. Worth. By 1997, service to Dallas/Ft. Worth had been discontinued. However, by 2002, turboprop service to Denver had been introduced; at the writing of this report, this service had been discontinued. Horizon Airlines dropped an average of two daily departures to Boise over the ten-year period. Average seats per flight declined due to the shift in the types of aircraft serving the market. In 1992 and 1997, Delta and partner SkyWest served Idaho Falls with mix of jet and turboprop aircraft. By 2002, the larger jet aircraft were replaced with 50-seat regional jet aircraft. In January 2003, Big Sky Airlines dropped its Idaho Falls-Denver non-stop service, reducing the number of carriers and non-stop destinations to two each.

Table 1-16
Enplaned Passengers and
Average Non-Stop Fares, 1992-2002

Idaho Falls Regional Airport

<u>Year</u>	<u>Enplanements</u>	<u>Average Fare</u>
1992	124,683	180.35
1993	125,103	181.85
1994	117,165	195.75
1995	114,734	171.71
1996	114,886	170.99
1997	113,763	175.95
1998	118,893	176.01
1999	115,754	179.28
2000	123,791	175.59
2001	118,033	160.85
2002	114,143	169.99
Annual Growth Rate	-0.80%	-0.54%

Sources: *Official Airline Guide*, Airport Records, US DOT

Table 1-17
Annual Nonstop Scheduled Departures and Average Seats per Flight
Idaho Falls Regional Airport

<u>Destination</u>	<u>Annual Departures</u>			<u>Average Seats Per Flight</u>		
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>1992</u>	<u>1997</u>	<u>2002</u>
Salt Lake City	3,024	3,222	3,238	85	63	41
Boise	1,477	853	1,109	21	37	54
Pocatello	852	1,113	352	20	37	62
Denver	0	0	212	0	0	16
Dallas/Ft. Worth	122	0	0	128	0	0
Elko	1	0	0	124	0	0
Idaho Falls Total	5,476	5,188	4,911	58	53	44

Source: *Official Airline Guide*

Carriers and Equipment Types. Over the last ten years, Idaho Falls Regional Airport has been served by mainly by three carriers, Delta, Delta Connection carrier, Skywest, and Horizon. **Table 1-18** shows that, in 1992, the airport was served with a mixture of small turboprop and jet aircraft. Both Delta and American served the airport with jet aircraft. By 2002, both American and Delta discontinued service at Idaho Falls Regional. The Delta jet service was replaced by regional jet service provided by SkyWest. Capacity (departing seats) to Salt Lake City was cut in half between 1997 and 2002. In 2001, Horizon supplemented its nonstop service to Boise with 66-seat Dash 8-400 aircraft.

Table 1-18
Carriers Providing Non-Stop Service and Equipment Type
Idaho Falls Regional Airport

<u>Carrier</u>	<u>Code</u>	<u>Equipment Types</u>		
		<u>1992</u>	<u>1997</u>	<u>2002</u>
Horizon	QX	Dash 8/ Swearingen Metro	Dash 8	Dash 8-400/ Dash 8
Delta	DL	B727-200/ B737-300	B737-300	-
SkyWest (Delta Connection)	DL*	Brasilia/ Swearingen Metro	Brasilia	CRJ/ Brasilia
Big Sky	GQ	-	-	Swearingen Metro
American	AA	MD80	-	-
Number of Carriers		4	3	3

Source: *Official Airline Guide*

Summary. **Table 1-19** summarizes the passenger and service history at Idaho Falls Regional Airport. Enplanements decreased by about eight and a half percent between 1992 and 2002, despite a decrease in fares of about six percent. Although there has been little change in the number of carriers and destinations served over the last ten years, the decline in available seats (down 32 percent between 1992 and 2002) is due largely to the change in equipment type used to serve the market.

Table 1-19
Passenger Service Trends Summary, 1992-2002
Idaho Falls Regional Airport

	<u>Change</u>			
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>1992-2002</u>
Enplanements	124,683	113,763	114,143	-8.45%
One-Way Average Fare	180.35	175.95	169.99	-5.74%
Average Weekly Departures	105	100	94	-10.48%
Average Weekly Departing Seats	6,146	5,321	4,198	-31.70%
Average Seats per Flight	58	53	44	-14
Number of Carriers Serving Airport	4	3	3	-1
Number of Destinations Served Nonstop	4	3	4	0

Sources: *Official Airline Guide*; Airport Records, U.S. DOT.

Lewiston/Nez Perce County Regional Airport

Enplanements and Average One-way Fares. Enplanements at Lewiston/Nez Perce County have increased by a growth rate second only in Idaho to Boise's. Lewiston/Nez Perce County has seen increases in enplaned passengers each year except 1998 and 2001. After 1998's decline, the number of enplanements rebounded to a new high. In all, Lewiston/Nez Perce County's

enplanements increased by about 50 percent over the period, or a compounded yearly increase of about four percent. **Table 1-20** shows these data. Fares have declined slightly over the last ten years as well. After beginning at about \$142 in 1992, average one-way fares fell to about \$133 in 1995 before increasing to \$143 in 1998. In 1999, coincident with the rebound in enplanements, average one-way fares fell about 12.5 percent from 1998, to \$126. Since then, the average price of a one-way ticket has increased a few dollars to \$134. Table 1-20 shows average fare data for Lewiston/Nez Perce County Airport.

Table 1-20
Enplaned Passengers and
Average Non-Stop Fares, 1992-2002

Lewiston/Nez Perce County Airport

Year	Enplanements	Average Fare
1992	39,556	141.74
1993	41,969	136.68
1994	47,031	133.57
1995	48,052	133.34
1996	56,688	139.71
1997	59,642	146.68
1998	56,565	143.13
1999	64,975	125.83
2000	66,964	127.40
2001	61,024	130.14
2002	61,138	134.23
Annual Growth Rate	4.04%	-0.49%

Sources: *Official Airline Guide*; Airport Records, US DOT

Annual Departures and Destinations Served. As shown in **Table 1-21**, the level of nonstop service offered at Lewiston/Nez Perce County Airport has changed over the last 10 years. In 1992, the airport had an average of 22 daily flight departures to four regularly scheduled destinations. By 1997, the flights to Boise and the triangle flights with Pullman and Seattle were cut in half. However, by 1997 one additional nonstop flight to Seattle was added and new service had begun to Portland and Salt Lake City. By 2002, the airport had nonstop service to two major airports including Boise and Seattle. The number of daily departures decreased to about eight per day by 2002. Average seats per flight nearly doubled between 1992 and 2002 as smaller aircraft were retired.

Table 1-21
Annual Nonstop Scheduled Departures and Average Seats per Flight
Lewiston/Nez Perce County Regional Airport

<u>Destination</u>	<u>Annual Departures</u>			<u>Average Seats Per Flight</u>		
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>1992</u>	<u>1997</u>	<u>2002</u>
Boise	2,801	1,178	1,359	20	35	37
Seattle	971	1,138	879	35	37	48
Pullman	3,239	1,276	734	25	35	61
Portland	0	1,390	0	0	19	0
Salt Lake City	0	636	0	0	30	0
Elko	3	3	0	124	124	0
Coeur d'Alene	1,117	0	0	22	0	0
Yakima	42	0	0	19	0	0
Lewiston Total	8,173	5,621	2,972	24	31	46

Source: *Official Airline Guide*

Carriers and Equipment Types. Table 1-22 presents a summary of the carriers and equipment used to serve Lewiston/Nez Perce County Regional Airport. In 1992, Horizon and Empire offered nonstop service on turboprop aircraft. Tahoe Air provided scheduled jet service to Elko, Nevada, three times per year. Empire Airlines discontinued business in 1995. Between 1992 and 1997, Mesa (United Express) and SkyWest (Delta Connection) entered the market. However, SkyWest pulled out of the market in 1997 and Mesa followed suit in 1998. By 2002, Horizon Airlines was the lone carrier serving the airport with a combination of Dash 8 and Dash 8-400 aircraft.

Table 1-22
Carriers Providing Non-Stop Service and Equipment Type
Lewiston/Nez Perce County Regional Airport

<u>Carrier</u>	<u>Code</u>	<u>Equipment Types</u>		
		<u>1992</u>	<u>1997</u>	<u>2002</u>
Horizon	QX	Dash 8/ Swearingen Metro	Dash 8/ Swearingen Metro	Dash 8-400/ Dash 8
Mesa (United Express)	UA*	-	Beechcraft 1900	-
SkyWest (Delta Connection)	DL*	-	Brasilia	-
Tahoe Air	XP	B737-200	B737-200	-
Empire	EM	Fokker 27/ Swearingen Metro	-	-
Number of Carriers		3	4	1

Source: *Official Airline Guide*

Summary. Table 1-23 summarizes enplanement, fare and service histories at Lewiston/Nez Perce County Regional Airport. While there has been a dramatic trend of increases in enplanements and decreases in fares, service levels (number of departures and departing seats) declined between 1992 and 2002.

Table 1-23
Passenger Service Trends Summary, 1992-2002
Lewiston/Nez Perce County Regional Airport

	1992	1997	2002	Change 1992-2002
Enplanements	39,556	59,642	61,138	54.56%
One-Way Average Fare	141.74	146.68	134.23	-5.30%
Average Weekly Departures	157	108	57	-63.69%
Average Weekly Departing Seats	3,816	3,354	2,641	-30.79%
Average Seats per Flight	21	31	46	25
Number of Carriers Serving Airport	3	4	1	-2
Number of Destinations Served Nonstop	6	6	3	-3

Sources: *Official Airline Guide*; Airport Records, U.S. DOT.

Pocatello Regional Airport

Enplanements and Average One-way Fares. The number of enplaned passengers at Pocatello Regional increased between 1992 and 2001 from 35,165 to 45,152, an increase of more than 28 percent or about 2.3 percent per year. Pocatello Regional experienced steady growth each year until 2001, when the airport served about 4,000 fewer passengers than the previous year. Most airports nationwide saw fewer enplanements in 2001 as a result of the terrorist attacks. Average fares at the airport have generally declined over the period. Average one-way fares peaked in 1993 at about \$203. In 2001, average one-way fares at Pocatello Regional were about \$160 on average, roughly \$10 higher than the State average of \$150.27. **Table 1-24** shows historic enplanement and fare data for Pocatello Regional.

Annual Departures and Destinations Served. Nonstop service offered at Pocatello Regional Airport declined between 1992 and 2002. In 1992, carriers offered 12 daily nonstop departures on average, and by 2002, eight daily departures were available from Pocatello. In 1992, the airport had nonstop service to five destinations, including Salt Lake City and Boise. (See **Table 1-25**.) By 1997, many of the one-stop and triangle flights had been discontinued. Flights to Boise were nearly cut in half. The average number of seats per flight jumped from 23 in 1992 to 41 in 2002, due to the introduction of larger aircraft.

Table 1-24
Enplaned Passengers and
Average Non-Stop Fares, 1992-2002

Pocatello Regional Airport		
<u>Year</u>	<u>Enplanements</u>	<u>Average Fare</u>
1992	35,165	195.16
1993	34,458	203.21
1994	38,294	196.28
1995	40,291	178.86
1996	40,800	182.41
1997	40,787	173.17
1998	40,905	183.44
1999	46,644	165.10
2000	49,163	173.01
2001	45,152	160.38
2002	46,877	159.10
Annual Growth Rate	2.65%	-1.84%

Sources: *Official Airline Guide*, Airport Records, US DOT

Table 1-25
Annual Nonstop Scheduled Departures and Average Seats per Flight
Pocatello Regional Airport

<u>Destination</u>	<u>Annual Departures</u>			<u>Average Seats Per Flight</u>		
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>1992</u>	<u>1997</u>	<u>2002</u>
Salt Lake City	1,975	2,126	1,808	25	30	30
Idaho Falls	833	651	769	27	37	61
Boise	1,325	764	600	19	37	48
Twin Falls	316	0	0	19	0	0
W. Yellowstone	102	0	0	30	0	0
Other	0	0	6	0	0	180
Pocatello Total	4,551	3,541	3,183	23	33	41

Source: *Official Airline Guide*

Carriers and Equipment Types. As shown in **Table 1-26**, two carriers have provided most of the scheduled service offered at Pocatello Regional Airport. SkyWest, operating as Delta Connection, has provided nonstop service at the airport mainly with 30-seat Brasilia aircraft. Horizon, an Alaska partner, also provided nonstop service at Pocatello Regional between 1992 and 2002. In 2002, the carrier used a combination of Dash 8 and Dash 8-400 aircraft to serve Pocatello Regional. Sun Country provided scheduled charter service just six times during 2002 on jet aircraft.

Table 1-26
Carriers Providing Non-Stop Service and Equipment Type
Pocatello Regional Airport

<u>Carrier</u>	<u>Code</u>	<u>Equipment Types</u>		
		<u>1992</u>	<u>1997</u>	<u>2002</u>
Skywest (Delta Connection)	DL*	Brasilia/ Swearingen Metro	Brasilia	Brasilia
Horizon	QX	Dash 8/ Swearingen Metro	Dash 8	Dash 8-400/ Dash 8
Sun Country	SY	-	-	B737-800
Number of Carriers		2	2	3

Source: *Official Airline Guide*

Summary. Table 1-27 summarizes the historic level of service, enplanements, and fares at Pocatello Regional Airport over the last 10 years. As shown, fares have decreased and correspondingly, enplanements have increased. The number of weekly departures from Pocatello Regional declined between 1992 and 2002, but the number of departing seats increased during the same period as carriers shifted to larger aircraft.

Table 1-27
Passenger Service Trends Summary, 1992-2002
Pocatello Regional Airport

				<u>Change</u>
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>1992-2002</u>
Enplanements	35,167	40,787	46,877	33.30%
One-Way Average Fare	195.16	173.17	159.10	-18.48%
Average Weekly Departures	87	68	61	-29.89%
Average Weekly Departing Seats	2,030	2,233	2,524	25.81%
Average Seats per Flight	23	33	41	18
Number of Carriers Serving Airport	2	2	3	1
Number of Destinations Served Nonstop	5	3	4	-1

Sources: *Official Airline Guide*; Airport Records, U.S. DOT.

Pullman-Moscow Regional Airport

Enplanements and Average One-way Fares. The level of enplaned passengers at Pullman-Moscow Regional decreased about one third of one percent each year over the ten years ending 2002. Enplanements peaked in 1996 at about 37,700, and have slowly followed a declining trend since. Pullman-Moscow Regional passengers have historically enjoyed some of the lowest fares among Idaho airports. Fares at Pullman-Moscow Regional have been below the Idaho State average for each of the last ten years, and in 1992 and 1993, the fares were lowest of the seven in-state and three out-of-state airports covered in this report. Pullman-Moscow Regional airport saw its fares decline about 10 percent between 1990 and 1995, while at the same time Lewiston/Nez Perce

County's fares declined by almost the same amount and Spokane's decreased 36 percent. Pullman-Moscow Regional's fares seem quite dependent on changes at nearby competing airports. **Table 1-28** below details the recent history of Pullman-Moscow Regional's enplanements and average one-way fares.

Table 1-28
Enplaned Passengers and
Average Non-Stop Fares, 1992-2002
Pullman-Moscow Regional Airport

Year	Enplanements	Average Fare
1992	32,915	130.80
1993	32,246	131.93
1994	37,100	126.76
1995	36,622	125.01
1996	37,687	125.67
1997	34,283	128.32
1998	28,524	131.86
1999	34,858	122.24
2000	33,196	128.89
2001	28,128	136.69
2002*	27,173	125.74
Annual Growth Rate	-1.73%	-0.36%

*Unofficial enplanements total

Sources: *Official Airline Guide*, Airport Records, US DOT

Annual Departures and Destinations Served. As shown in **Table 1-29**, the level on nonstop service offered at Pullman-Moscow Regional Airport has declined over the last 10 years. In 1992, Horizon Airlines offered an average of 17 daily flights, compared to just four daily flights in 2002. The airport had nonstop service to six destinations in 1992, including major airports at Seattle, Portland, and Spokane. Historically, Pullman-Moscow Regional has been part of a triangle routing with Lewiston and Seattle. By 2002, this routing was cut back to just once a day. The average number of seats per flight at the airport more than doubled between 1992 (26) and 2002 (56).

Carriers and Equipment Types. Horizon Airlines, code-share partner with Alaska Airlines, has been the sole carrier at Pullman-Moscow Regional over the last 10 years. As shown in **Table 1-30**, in 1992 and 1997, the carrier served the airport with a combination of Metro and Dash 8 aircraft. By 2002, Horizon offered Pullman-Moscow area passengers nonstop service using a combination of 37-seat Dash 8 and 66-seat Dash 8-400 aircraft.

Table 1-29
Annual Nonstop Scheduled Departures and Average Seats per Flight
Pullman-Moscow Regional Airport

<u>Destination</u>	<u>Annual Departures</u>			<u>Average Seats Per Flight</u>		
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>1992</u>	<u>1997</u>	<u>2002</u>
Seattle	1,121	1,365	1,091	32	37	53
Lewiston	3,370	1,305	359	26	35	66
Portland	524	247	0	19	29	0
Boise	20	62	0	19	27	0
Spokane	805	0	0	25	0	0
Richland/Pasco/Kennewick	<u>366</u>	<u>0</u>	<u>0</u>	<u>19</u>	<u>0</u>	<u>0</u>
Pullman Total	6,206	2,979	1,450	26	35	56

Source: *Official Airline Guide*

Table 1-30
Carriers Providing Non-Stop Service and Equipment Type
Pullman-Moscow Regional Airport

<u>Carrier</u>	<u>Code</u>	<u>Equipment Types</u>		
		<u>1992</u>	<u>1997</u>	<u>2002</u>
Horizon	QX	Dash 8/ Swearingen Metro	Dash 8/ Swearingen Metro	Dash 8-400/ Dash 8
Number of Carriers		1	1	1

Source: *Official Airline Guide*

Summary. Table 1-31 summarizes historic passenger and service trends at Pullman-Moscow Regional Airport. Enplanements decreased about 17.5 percent between 1992 and 2002, and fares have decreased about four percent during the same period. Departures and departing seats declined over the same period.

Table 1-31
Passenger Service Trends Summary, 1992-2002
Pullman-Moscow Regional Airport

	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>Change</u> <u>1992-2002</u>
Enplanements	32,915	34,283	27,173	-17.44%
One-Way Average Fare	130.80	128.32	125.74	-3.87%
Average Weekly Departures	119	57	27	-77.31%
Average Weekly Departing Seats	3,120	2,024	1,575	-49.52%
Average Seats per Flight	26	36	56	30
Number of Carriers Serving Airport	1	1	1	0
Number of Destinations Served Nonstop	6	4	2	-4

Sources: *Official Airline Guide*; Airport Records, U.S. DOT.

Friedman Memorial Airport (Sun Valley)

Enplanements and Average Non-stop Fares. The Sun Valley market area saw moderate growth in enplanements between 1992 and 2001. The airport began the period serving about 50,500 originating passengers in 1992 before peaking in 1999 with over 68,300 enplanements. Since then, the airport's enplanements have fallen to about 64,500. Overall, however, the airport saw average annual increases in enplanements of about 2.25 percent, making it the fourth-fastest growing airport in Idaho. The airport also saw a slight decrease in average one-way fares over the period, but most of the decline in fares came in 2002. From a low of \$165 per ticket in 1992, the average one-way fare increased consistently to a high in 2001 of over \$187, before falling to a ten-year low of about \$159 in 2002. **Table 1-32** details this airport's enplanement and fare histories.

Annual Departures and Destinations Served. As shown in **Table 1-33**, the level of nonstop service offered at Friedman Memorial Airport declined slightly between 1992 and 1997. Nonstop service between Friedman Memorial and Boise was cut in half over the five-year period. By 2002, this service to Boise was discontinued. However, nonstop service to Salt Lake City and Seattle grew between 1997 and 2002, and in December 2002, Horizon Airlines began additional daily nonstop service to Los Angeles and reinstated service to Boise. This new service was made possible in part by a grant the community received from the U.S. Department of Transportation's Small Community Air Service Pilot Program. The average number of seats per flight grew slightly between 1992 and 2002, from about 26 seats to 35 as larger aircraft were introduced.

Table 1-32
Enplaned Passengers and
Average Non-Stop Fares, 1992-2002
Friedman Memorial (Sun Valley)

<u>Year</u>	<u>Enplanements</u>	<u>Average Fare</u>
1992	50,496	164.59
1993	55,200	172.15
1994	63,004	170.07
1995	64,731	166.50
1996	63,071	170.13
1997	60,939	176.43
1998	61,430	172.35
1999	68,303	178.29
2000	62,857	183.58
2001	59,073	187.44
2002	64,515	158.75
Annual Growth Rate	2.25%	-0.33%

Sources: *Official Airline Guide*, Airport Records, US DOT

Table 1-33
Annual Nonstop Scheduled Departures and Average Seats per Flight
Friedman Memorial (Sun Valley)

<u>Destination</u>	<u>Annual Departures</u>			<u>Average Seats Per Flight</u>		
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>1992</u>	<u>1997</u>	<u>2002</u>
Salt Lake City	3,212	2,889	3,556	26	30	30
Seattle	62	226	526	37	37	66
Boise	1,907	900	17	27	37	37
Los Angeles	0	0	17	0	0	66
Portland	0	26	0	0	37	0
Sun Valley Total	5,181	4,041	4,116	26	32	35

Source: *Official Airline Guide*

Carriers and Equipment Types. Two carriers have provided scheduled service at Friedman Memorial Airport over the last 10 years (see **Table 1-34**). A Delta Connection partner, SkyWest, has provided nonstop service to Delta's hub in Salt Lake City mainly on 30-seat Brasilia aircraft. Horizon Airlines historically provided nonstop service to Boise using a combination of Dash 8 and Metro aircraft. In 2002, Horizon served the Sun Valley-Seattle and Sun Valley-Los Angeles routes with 66-seat Dash 8-400 aircraft and served Boise with 37-seat Dash 8 aircraft.

Table 1-34
Carriers Providing Non-Stop Service and Equipment Type
Friedman Memorial (Sun Valley)

<u>Carrier</u>	<u>Code</u>	<u>Equipment Types</u>		
		<u>1992</u>	<u>1997</u>	<u>2002</u>
Horizon	QX	Dash 8/ Swearingen Metro	Dash 8	Dash 8-400/ Dash 8
SkyWest (Delta Connection)	DL*	Brasilia/ Swearingen Metro	Brasilia	Brasilia
Number of Carriers		2	2	3

Source: *Official Airline Guide*

Summary. **Table 1-35** presents a summary of passenger and service at Friedman Memorial Airport. Despite significant increases in fares before 2002, enplanements at the airport increased by over 26 percent between 1992 and 2002. As shown, weekly departure levels declined about 21 percent in this period. However, by 2002, the declining service trend had been reversed. Average weekly departing seats increased by about 270 per week, due to the airlines' shift to larger aircraft. Additionally, Horizon and Skywest have both added new service at the airport in the last few years.

Table 1-35
Passenger Service Trends Summary, 1992-2002
Friedman Memorial (Sun Valley)

	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>Change</u> <u>1992-2002</u>
Enplanements	50,856	60,939	64,515	26.86%
One-Way Average Fare	164.59	176.43	158.75	-3.55%
Average Weekly Departures	100	78	79	-21.00%
Average Weekly Departing Seats	2,617	2,486	2,753	5.20%
Average Seats per Flight	26	32	35	9
Number of Carriers Serving Airport	2	2	2	0
Number of Destinations Served Nonstop	4	4	4	0
Sources: <i>Official Airline Guide</i> ; Airport Records, U.S. DOT.				

Joslin Field/Magic Valley Regional Airport (Twin Falls)

Enplanements and Average One-way Fares. Joslin Field/Magic Valley Regional Airport, like other small airports in the State, saw decreases in its level of enplanements over the late 1990s, after peaking in the early to middle part of the decade. Overall, the airport experienced average annual decreases in enplanements of slightly more than one percent. After beginning the period at slightly more than 36,000 enplanements, the airport's traffic peaked in 1994 and again in 1996, before falling in 1997. Horizon Airlines pulled out of the Twin Falls market in 1997, leaving SkyWest as the only carrier in the market. Afterward, enplanements recovered slightly between 1997 and 2001, but in 2002 the airport served a lower number of passengers. Historic fares reflect the service history at the airport, which saw generally decreasing fares between 1992 and 1997, after which an increase occurred when SkyWest found itself with a monopoly in the Twin Falls market. Airline travelers in the Twin Falls market saw fares fall in 2001 and 2002 to their lowest levels in ten years. **Table 1-36** below details Joslin Field/Magic Valley Regional Airport's enplanement and fare history.

Table 1-36
Enplaned Passengers and
Average Non-Stop Fares, 1992-2002
Joslin Field/Magic Valley Regional (Twin Falls)

<u>Year</u>	<u>Enplanements</u>	<u>Average Fare</u>
1992	36,051	169.71
1993	37,788	171.08
1994	43,610	173.78
1995	41,779	154.79
1996	43,393	161.26
1997	31,862	163.32
1998	31,593	178.28
1999	34,010	175.48
2000	34,409	173.47
2001	32,833	157.90
2002	31,794	152.56
Annual Growth Rate	-1.14%	-0.96%

Sources: *Official Airline Guide*, Airport Records, US DOT

Annual Departures and Destinations Served. As shown in **Table 1-37**, the level of nonstop service offered at Joslin Field/Magic Valley Regional Airport declined by about 50 percent the last 10 years. Departures from the airport dropped from ten per day in 1992 to five per day in 2002. In 1992, the airport had nonstop service to Salt Lake City and Boise, as well as one-stop service to Boise via Pocatello. In 1997, all service to Boise was discontinued and the airport had nonstop service to only Salt Lake City. The average number of seats per flight remained relatively unchanged over the ten-year period, rising slightly to the current level of 30 seats per flight.

Carriers and Equipment Types. Over the last ten years, Joslin Field/Magic Valley Regional Airport has had nonstop service by turboprop aircraft. (See **Table 1-38**.) In 1992 and 1997, two carriers, namely SkyWest (Delta Connection) and Horizon, offered scheduled service at the airport. However, in 1997, Horizon ceased serving the airport. SkyWest has been the only carrier offering scheduled service at the airport for the last five years, offering nonstop service on 30-seat Brasilia aircraft.

Table 1-37
Annual Nonstop Scheduled Departures and Average Seats per Flight
Joslin Field/Magic Valley Regional Airport (Twin Falls)

<u>Destination</u>	<u>Annual Departures</u>			<u>Average Seats Per Flight</u>		
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>1992</u>	<u>1997</u>	<u>2002</u>
Salt Lake City	1,795	2,001	1,804	30	30	30
Boise	1,565	378	0	19	27	0
Pocatello	207	0	0	19	0	0
Twin Falls Total	3,567	2,379	1,804	25	29	30

Source: *Official Airline Guide*

Table 1-38

Carriers Providing Non-Stop Service and Equipment Type
Joslin Field/Magic Valley Regional Airport (Twin Falls)

<u>Carrier</u>	<u>Code</u>	<u>Equipment Types</u>		
		<u>1992</u>	<u>1997</u>	<u>2002</u>
SkyWest (Delta Connection)	DL*	Brasilia	Brasilia	Brasilia
Horizon	QX	Swearingen Metro	Dash 8/ Swearingen Metro	-
Number of Carriers		2	2	1

Source: *Official Airline Guide*

Summary. Table 1-39 summarizes historic enplanement and service trends at Joslin Field-Magic Valley Regional Airport. Despite decreases in fares at the airport, enplanements fell about seven percent between 1992 and 2002. The airport has also seen decreases in the service measures reported in Table 1-39, except in average seats per flight. It is worth noting that Twin Falls is the nearest commercial service airport to Boise Air Terminal, and airlines at Twin Falls experience competition from air service options offered at Boise's airport. This competition may be one of the reasons for service level declines at Joslin Field.

Table 1-39

Passenger Service Trends Summary, 1992-2002
Joslin Field/Magic Valley Regional Airport (Twin Falls)

	<u>Change</u>			
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>1992-2002</u>
Enplanements	36,051	31,862	31,794	-11.81%
One-Way Average Fare	169.71	163.32	152.56	-10.11%
Average Weekly Departures	69	46	35	-49.28%
Average Weekly Departing Seats	1,683	1,348	1,040	-38.21%
Average Seats per Flight	25	29	30	5
Number of Carriers Serving Airport	2	2	1	-1
Number of Destinations Served Nonstop	3	2	1	-2

Sources: *Official Airline Guide*; Airport Records, U.S. DOT.

Statewide Enplanement Summary

Table 1-40 shows the history of Idaho's commercial enplanements from 1992 to 2002. Enplanements at the State's airports increased by 690,000 passengers during this period, or about five percent per year on average. Boise Air Terminal was responsible for the largest part of the growth in the State's passenger enplanements, with an increase of over 740,000 passengers, or an average growth rate of about seven percent per year. Most of the rest of the growth could be found at Lewiston, Pocatello, and Sun Valley. As discussed above, airports serving Idaho Falls, Pullman, and Twin Falls experienced small average annual decreases in enplanements over the same period.

Table 1-40
Idaho and U.S. Commercial Airline Enplanements, 1992-2002

Year	Airport							Idaho	United States
	Boise	Idaho Falls	Lewiston	Pocatello	Pullman	Sun Valley	Twin Falls	Total	Total
1992	650,846	124,683	39,556	35,165	32,915	50,496	36,051	969,712	309,013,530
1993	794,032	125,103	41,969	34,458	32,246	55,200	37,788	1,120,796	321,385,460
1994	959,540	117,165	47,031	38,294	37,100	63,004	43,610	1,305,744	345,107,440
1995	1,107,519	114,734	48,052	40,291	36,622	64,731	41,779	1,453,728	361,589,460
1996	1,262,080	114,886	56,688	40,800	37,687	63,071	43,393	1,618,605	382,932,100
1997	1,261,322	113,763	59,642	40,787	34,283	60,939	31,862	1,602,598	394,540,870
1998	1,297,457	118,893	56,565	40,905	28,524	61,430	31,593	1,635,367	399,398,770
1999	1,421,851	115,754	64,975	46,644	34,858	68,303	34,010	1,786,395	415,887,270
2000	1,510,157	123,791	66,964	49,163	33,196	62,857	34,409	1,880,537	432,334,840
2001	1,426,187	118,033	61,024	45,152	28,128	59,073	32,833	1,770,430	402,918,210
2002	1,393,158	114,143	61,138	46,877	27,173	64,515	31,794	1,738,798	n/a
AAGR	7.16%	-0.80%	4.04%	2.65%	-1.73%	2.25%	-1.14%	5.45%	2.69%

Sources: *Official Airline Guide*; Airport Records, US DOT

Statewide Average One-way Fare Summary

The average one-way fare for each of Idaho's airports for 1992-2001 is presented in **Table 1-41**. In addition, fares at nearby competing airports are shown as well. Fares at Boise Air Terminal have shown the largest decrease, with an average annual decrease of about three-and-a-half percent. Only Salt Lake City and Spokane air service consumers have seen similar decreases in fares. Before 2002, two of Idaho's airports had experienced increases in average fares; Pullman-Moscow Regional and Friedman Memorial each saw fractional increases each year on average before falling in 2002. Fares at Boise Air Terminal are the least expensive among Idaho's airports, with Lewiston/Nez Perce County and Pullman-Moscow Regional in second and third. The most expensive fares in the State are in the Idaho Falls market, while Spokane fares are least expensive of all those in the study area. Travelers at Spokane paid about \$23 less on average than at Lewiston/Nez Perce County and \$15 less than Pullman-Moscow Regional. This helps to explain the phenomenon reported by travel agents that passengers drive to Spokane from these areas. Similarly, average one-way fares at Boise Air Terminal are about \$35 to \$50 less than those at Idaho Falls Regional, Pocatello Regional, or Twin Falls, and fares at Salt Lake City are at least \$20

than any of those. This may help to explain some of the passenger leakage that occurs from the market areas that these airports serve.

Table 1-41
Average One-Way Fare 1991-2002

Airport	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	AAGR
Boise Air Terminal	173.68	145.32	134.77	118.24	110.54	113.76	116.50	120.64	125.34	118.48	117.45	-3.49%
Idaho Falls Regional	180.35	181.85	195.75	171.71	170.99	175.95	176.01	179.28	175.59	160.85	169.99	-0.54%
Lewiston/Nez Perce Co.	141.74	136.68	133.57	133.34	139.71	146.68	143.13	125.83	127.40	130.14	134.23	-0.49%
Pocatello Regional	195.16	203.21	196.28	178.86	182.41	173.17	183.44	165.10	173.01	160.38	159.10	-1.84%
Pullman/Moscow Reg.	130.80	131.93	126.76	125.01	125.67	128.32	131.86	122.24	128.89	136.69	125.74	-0.36%
Friedman Memorial	164.59	172.15	170.07	166.50	170.13	176.43	172.35	178.29	183.58	187.44	158.75	-0.33%
Joslin Field/Magic Valley	169.71	171.08	173.78	154.79	161.26	163.32	178.28	175.48	173.47	157.90	152.56	-0.96%
Missoula International	159.77	170.49	179.31	174.27	184.49	174.23	178.20	173.86	190.99	167.40	169.03	0.51%
Salt Lake City Int'l	167.39	126.58	116.13	108.18	106.98	116.44	125.36	129.69	137.63	130.01	132.97	-2.07%
Spokane International	150.06	123.80	111.77	103.84	102.61	104.48	106.32	106.60	114.25	110.43	111.14	-2.69%
Idaho Average	165.15	163.17	161.57	149.78	151.53	153.95	157.37	152.41	155.33	150.27	145.40	-1.15%
Out-of-State Average	159.07	140.29	135.74	128.76	131.36	131.72	136.63	136.72	147.62	155.57	137.71	-1.30%
Study Airports Average	163.33	156.31	153.82	143.47	145.48	147.28	151.15	147.70	153.02	145.97	143.10	-1.19%
US Airports Average	141.13	147.75	135.85	138.69	142.24	144.08	147.04	148.72	157.93	146.85	141.82	0.04%

Source: USDOT, O&D Survey. AAGR: Average Annual Growth Rate

Chapter Conclusions

The information presented in this chapter was designed to provide a comprehensive status report on the current commercial air service system in Idaho. Efforts were undertaken to assess a variety of aspects of the system. Travel agents provided data that included the travel patterns of their clients and the airports those travelers use in Idaho. Commercial airline passengers were surveyed to determine similar data, along with method of ticket purchase information. Parking lot inventories allowed researchers to determine the general market area for each airport. Additionally, a variety of socioeconomic and demographic data was compiled in Chapter 1 that pertain to the propensity of Idaho's residents and visitors to use airline service. Population, employment, income, and tourism data are all useful in determining demand for commercial airline service.

The last section of Chapter 1 included an in-depth discussion of historic air service at each Idaho airport. Data was compiled that included enplanements, average one-way fares, departures and departing seats, carriers, and destinations. The levels and changes in these measures are a useful indication of how demand for air service has changed as service and fares have changed.

Following chapters of this document will build upon the findings in this chapter. From these data, an assessment of current demand each airport's market area can be made. This data will support an estimation of enplanement levels in each county, the distribution of those passengers to Idaho's airports, and passenger diversion to nearby competing airports. Discussion of this research is provided in the following chapters.

Chapter 2 – Passenger Demand Estimates and Allocation

Chapter Overview

An important part of this Air Passenger Demand Study is an estimate of demand for commercial air service in the State of Idaho. Every part of the State has some level of demand for airline travel. This demand will obviously be higher in larger cities and business and tourism centers than in small towns and rural areas. Nonetheless, it is important for each airport and for the State as a whole to understand the level of demand that is associated with each county.

This section of the study includes estimates of originating commercial passenger demand for each county in Idaho. In addition, each airport's capture rate of county demand was computed. From these capture rates and survey efforts from Chapter 1, it is possible to determine the actual market area for each airport. Also considered in this study are three out-of-state commercial service airports in Missoula, Salt Lake City, and Spokane. The purpose of including these airports is to estimate the number of Idaho-generated passengers that seek flights from competing airports in neighboring states. This study also provided a means for estimating commercial passengers from nearby states who drive to an Idaho airport to initiate their commercial airline travel.

This chapter includes a discussion of the statistical model that was constructed to estimate and predict airport usage patterns for Idaho's air travelers. The methodology behind the model is presented, and the results are included on an airport-by-airport basis. For each study airport, a determination of the counties in the airport's market area, the capture rate of passengers in those counties, and a comparison of the airport's actual market area with its theoretical service area are all provided in the next chapter of the report.

Methodology

The method used to estimate passenger demand is a widely-accepted statistical model called the Gravity Model. Essentially, this model assumes that each airport has a specific "gravity" that attracts passengers. Idaho's airports each have different characteristics in terms of daily departures, non-stop destinations served, number of carrier choices, average fares, and so on. The Gravity Model attempts to account for these differences mathematically while simultaneously accounting for the effects of travel time. For example, in Idaho, Boise Air Terminal is an extremely attractive choice for many residents since it has a large number of carriers serving a variety of destinations with lower fares than most other airports in the State. Conversely, Joslin Field/Magic Valley Regional Airport (Twin Falls) is more limited in its offerings to travelers since it is served by only one airline providing flights to only one destination. Based on their preferences, passengers who live relatively close to Twin Falls may in fact choose to begin travel from Boise even though the distance they must first drive to get to the airport is greater. The Gravity Model applied in this case would attempt to assign the relative probability of the average passenger within each county selecting each of Idaho's airports. The county-level passenger origination estimates that result

from this model are compared to other data (such as the parking lot inventories, passenger surveys, and travel agent surveys presented in Chapter 1) to correct for any statistical discrepancies. These surveys were used to calibrate the model in order to generate more accurate estimates of air travel demand. The various study surveys also show the relative distribution of commercial demand throughout the State.

The data needed for the Gravity Model were obtained from a variety of sources. Employment data for each county was obtained from the Bureau of Labor Statistics. County population data were obtained from the U.S. Census Bureau. Departures, carriers, departing seats, and equipment types were obtained from *Official Airline Guide*. Originations and fares were obtained from O&D Plus, a database product from BACK Aviation Solutions. Originations by county were estimated by determining the ratio of statewide originations to socioeconomic and demographic data presented in Chapter 1. For instance, a mathematical calculation was performed to determine the average number of airline flights each Idaho resident took in 2001. Similar calculations were made on the basis of employees, households, and per capita income in each county. Employment and population are generally highly correlated with growth in and demand for air service.

The final originations-per-county estimates were made from a mixture of these methods: Idaho's largest counties (Ada, Bonneville, and Canyon) all experience higher rates of air service consumption than other counties in the State and therefore required special estimation procedures. Similarly, because of high tourism rates, Blaine and Kootenai counties both have higher levels of demand for commercial airline travel than their population and employment levels might otherwise predict.

Statewide Findings

Table 2-1 shows total originations for each county in Idaho for 2001, as determined by the Gravity Model. As might be expected, Idaho's more urbanized or tourist-dependent counties account for the majority of the State's originating commercial airline travelers. Ada, Bannock, Blaine, Canyon, Kootenai, and Twin Falls counties account for over 1.34 million of the State's 1.94 million originations, or about 70 percent of the total. Camas and Clark counties have the fewest originations, with each adding about 1,100 origination commercial airline passengers to the State's total.

Table 2-1
Originations by County, 2001

County	Originations	County	Originations
Ada	605,183	Gem	17,853
Adams	3,835	Gooding	15,727
Bannock	82,842	Idaho	17,611
Bear Lake	6,912	Jefferson	20,832
Benewah	10,124	Jerome	20,213
Bingham	45,592	Kootenai	120,344
Blaine	109,033	Latah	38,053
Boise	8,661	Lemhi	15,811
Bonner	40,657	Lewis	4,072
Bonneville	90,325	Lincoln	4,497
Boundary	10,858	Madison	30,349
Butte	3,193	Minidoka	21,959
Camas	1,100	Nez Perce	40,938
Canyon	265,130	Oneida	4,508
Caribou	7,980	Owyhee	12,069
Cassia	23,570	Payette	23,594
Clark	1,127	Power	8,639
Clearwater	9,787	Shoshone	15,181
Custer	4,798	Teton	6,596
Elmore	47,919	Twin Falls	71,681
Franklin	12,353	Valley	10,494
Fremont	13,032	Washington	12,148
Total Idaho Generated Originations		1,937,180	

Source: Wilbur Smith Associates

The data in **Table 2-2** shows the number of passenger originations (enplanements) at each of Idaho's airports, as reported in the U.S. Department of Transportation's *O&D Survey*. The total number of originations at Idaho's airports in 2001 was 1,584,380. With the aid of the Gravity Model, the number of originations attracted from neighboring states or diverted to nearby competing airports can be estimated. The results are shown in **Table 2-3**.

Boise Air Terminal was able to attract almost 78,900 originating passengers from outside Idaho (primarily Oregon). Lewiston/Nez Perce County and Pullman-Moscow Regional airports were able to attract another 7,000 passengers from Washington. (For the purposes of this study, attraction from "out-of-state locations" to Lewiston/Nez Perce County and Pullman-Moscow Regional airports was defined as passengers the airports won from other nearby airport market areas, regardless of location. For example, passengers from Clarkston, WA using Lewiston's airport were not included in the airport's attraction figures, as these passengers are using their "home" airport. Similarly, passengers from Pullman, WA using Pullman-Moscow Regional would not be counted as attraction, even though those passengers are from non-Idaho locations.)

Table 2-2
Idaho Airport Originating Passengers, 2001

<u>Airport</u>	<u>Originations</u>
Boise Air Terminal/Gowen Field	1,240,080
Idaho Falls Regional	118,090
Lewiston/Nez Perce County	61,024
Pocatello Regional	45,152
Pullman-Moscow Regional	28,128
Friedman Memorial (Sun Valley)	59,073
Joslin Field/Magic Valley Regional (Twin Falls)	<u>32,833</u>
Idaho Airport Originating Passengers	1,584,380

Source: US DOT, *O&D Survey*

Table 2-3
Idaho Passenger Attraction and Diversion, 2001

<u>Attracted Originations</u>	<u>Diverted Originations</u>
Boise Air Terminal 78,872	Missoula International -15,466
Lewiston/Nez Perce County 3,078	Salt Lake City International -208,848
Pullman-Moscow Regional <u>3,892</u>	Spokane International <u>-214,328</u>
Total Attraction 85,842	Total Diversion -438,642

Source: Wilbur Smith Associates

In 2001, Idaho lost an estimated 438,000 originations to airports in neighboring states. Salt Lake City and Spokane each attracted similar numbers of Idaho-generated originations; both airports attracted over 200,000 originations from areas in Idaho. Missoula attracted a comparatively small number of passengers from Idaho as well. **Table 2-4** shows the final accounting for these categories of originations.

Table 2-4
Originations, Diversion, and Attraction, 2001

	<u>Originations</u>
Idaho Airport Originating Passengers (<i>Table 2-2</i>)	1,584,380
plus: Diverted Originations (<i>Table 2-3</i>)	438,642
less: Attracted Originations (<i>Table 2-3</i>)	<u>-85,842</u>
equals: Total Idaho Generated Originations (<i>Table 2-1</i>)	1,937,180

Source: Wilbur Smith Associates

One benefit of the Gravity Model is that it allows for an estimation of each airport's market area. The remainder of this chapter is devoted to allocating the demand in each county to each airport. Once passenger originations for each county are assigned to an airport (or several airports, in some cases), a map of each airport's actual market area can be created. Further, the market areas determined by the model can be compared to theoretical service areas for each airport. In

general, a commercial airport can expect a passenger to drive up to an hour to board a flight. As is the case in other western states, Idaho residents have somewhat different perceptions of distance, so for larger commercial services airports a larger service area can be assumed. The comparison between actual market areas and theoretical service areas is especially useful to smaller airports that have higher levels of passenger diversion. With market-specific information in hand, those airports can pursue strategies to make themselves more attractive to passengers using competing airports. The remainder of this chapter discusses air passenger demand on an airport-by-airport basis.

Airport Findings – In-State Airports

The following sections profile each Idaho airport in terms of current demand. The demand discussion includes the number of originations attracted from each county in the airport's actual market area; in addition, the capture rate for each county (that is, the percent of each county's total air service demand that an individual airport serves) is presented. Finally, a comparison of each airport's actual market area and its theoretical market area is included in the next chapter of the report.

Boise Air Terminal/Gowen Field

Demand from three counties along the I-84 corridor through Boise, along with nearby areas in Oregon, make up almost 985,000 of Boise Air Terminal's 1.24 million originations. Boise has the largest market area of any Idaho airport, covering 27 counties or about 65 percent of the State. According to study findings, the market area for Boise Air Terminal contains most of the Snake River plain, and stretches from as far north as Nez Perce County south and east to the Utah and Wyoming borders. In terms of county capture rates, Boise Air Terminal serves as much as 99-100 percent of the passenger originations from counties around and north of the city. **Table 2-5** lists the counties in Boise Air Terminal's market area, the number of originations from each county, and the proportion of each county's market that Boise Air Terminal serves. **Figure 2-1** shows a map of Boise's airport market data.

Table 2-5
Originations and Capture Rate

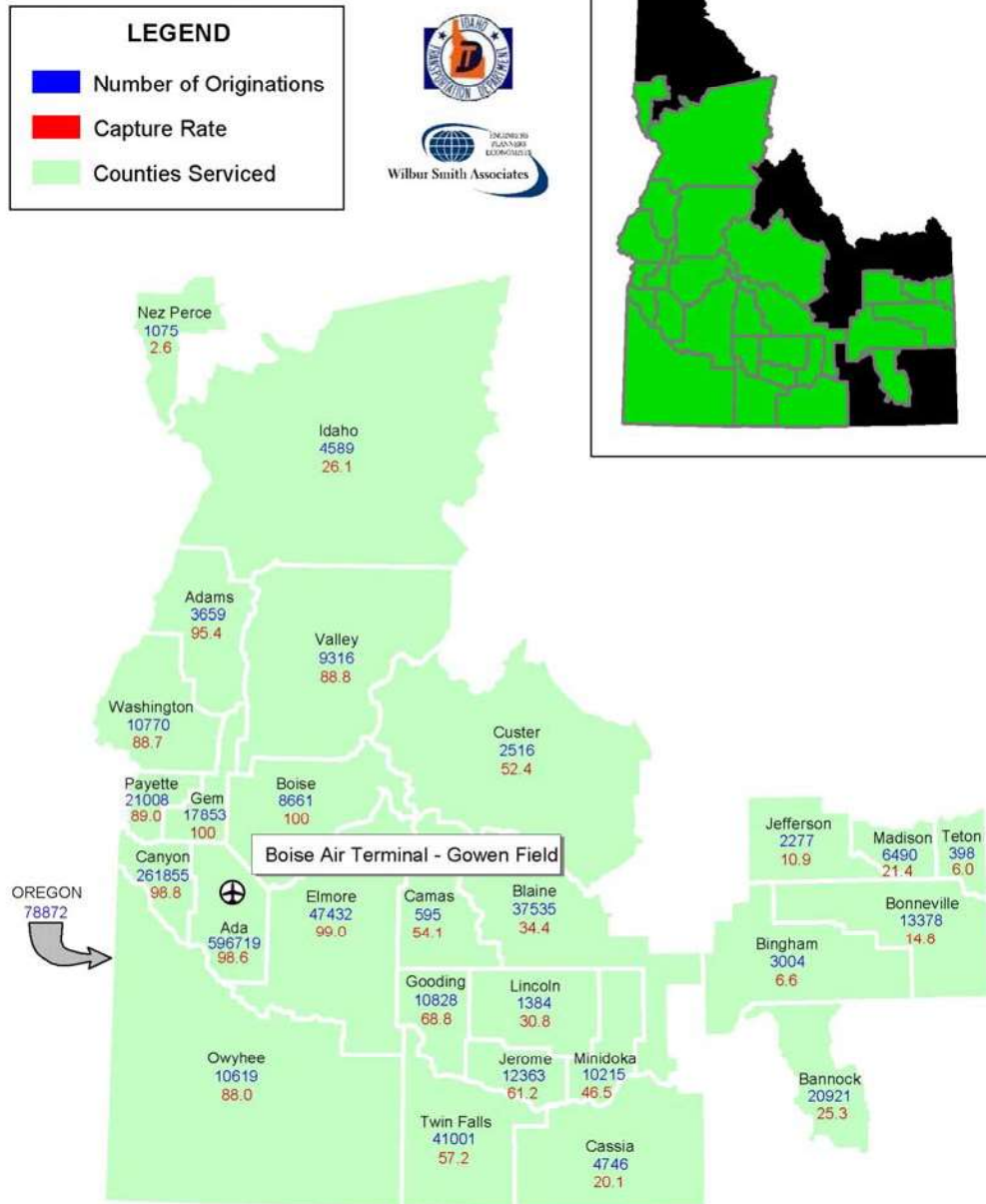
Boise Air Terminal/Gowen Field

<u>County</u>	<u>Originations</u>	<u>Capture of County</u>
Ada	596,719	99%
Adams	3,659	95%
Bannock	20,921	25%
Bingham	3,004	7%
Blaine	37,535	34%
Boise	8,661	100%
Bonneville	13,378	15%
Camas	595	54%
Canyon	261,855	99%
Cassia	4,746	20%
Custer	2,516	52%
Elmore	47,432	99%
Gem	17,853	100%
Gooding	10,828	69%
Idaho	4,589	26%
Jefferson	2,277	11%
Jerome	12,363	61%
Lincoln	1,384	31%
Madison	6,490	21%
Minidoka	10,215	47%
Nez Perce	1,075	3%
Owyhee	10,619	88%
Payette	21,008	89%
Teton	398	6%
Twin Falls	41,001	57%
Valley	9,316	89%
Washington	10,770	89%
Other States	78,872	
Total	1,240,080	

Source: Wilbur Smith Associates

IDAHO AIR PASSENGER DEMAND STUDY

FIGURE 2-1
Boise Air Terminal - Gowen Field
Existing Market Area



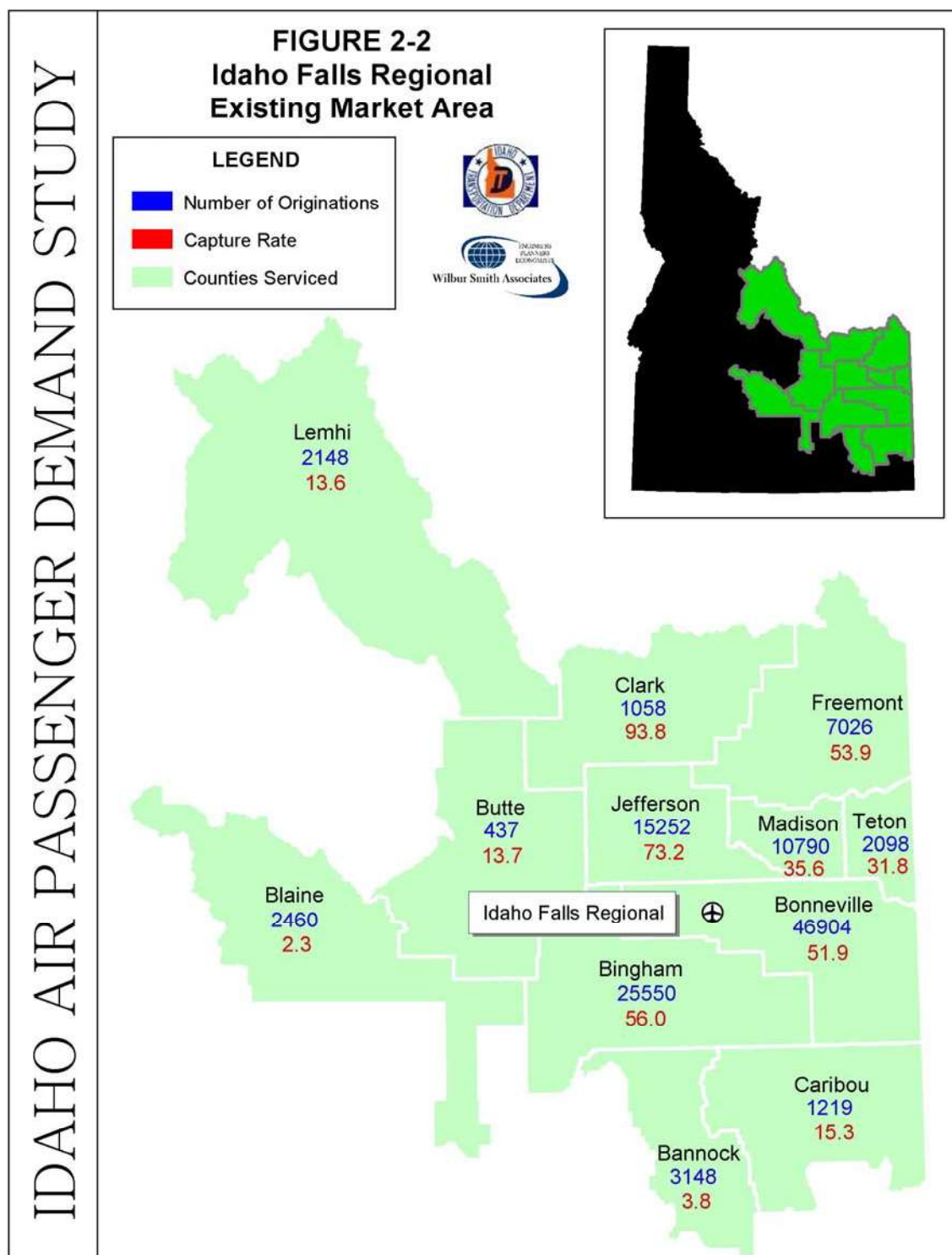
Idaho Falls Regional Airport

The concentration of population between Idaho Falls and Pocatello along Interstate 15 is where Idaho Falls Regional draws most of its passenger originations. Over 60 percent of all originations served at Idaho Falls Regional in 2001 came from Bingham and Bonneville counties. Another 22 percent came from Jefferson and Madison counties. The airport's market area is comprised of twelve counties, stretching from Clark County to the north to Bannock County in the south, and from Blaine County in the west to the Wyoming border. The airport captures about half of the passenger originations from the highly populated counties around the airport. Much of the demand from Idaho Falls Regional's market area is captured by Salt Lake City International. **Table 2-6** details Idaho Falls Regional's market information, and **Figure 2-2** shows this information graphically.

Table 2-6
Originations and Capture Rate
Idaho Falls Regional

<u>County</u>	<u>Originations</u>	<u>Capture of County</u>
Bannock	3,148	4%
Bingham	25,550	56%
Blaine	2,460	2%
Bonneville	46,904	52%
Butte	437	14%
Caribou	1,219	15%
Clark	1,058	94%
Fremont	7,026	54%
Jefferson	15,252	73%
Lemhi	2,148	14%
Madison	10,790	36%
Teton	2,098	32%
Total	118,090	

Source: Wilbur Smith Associates

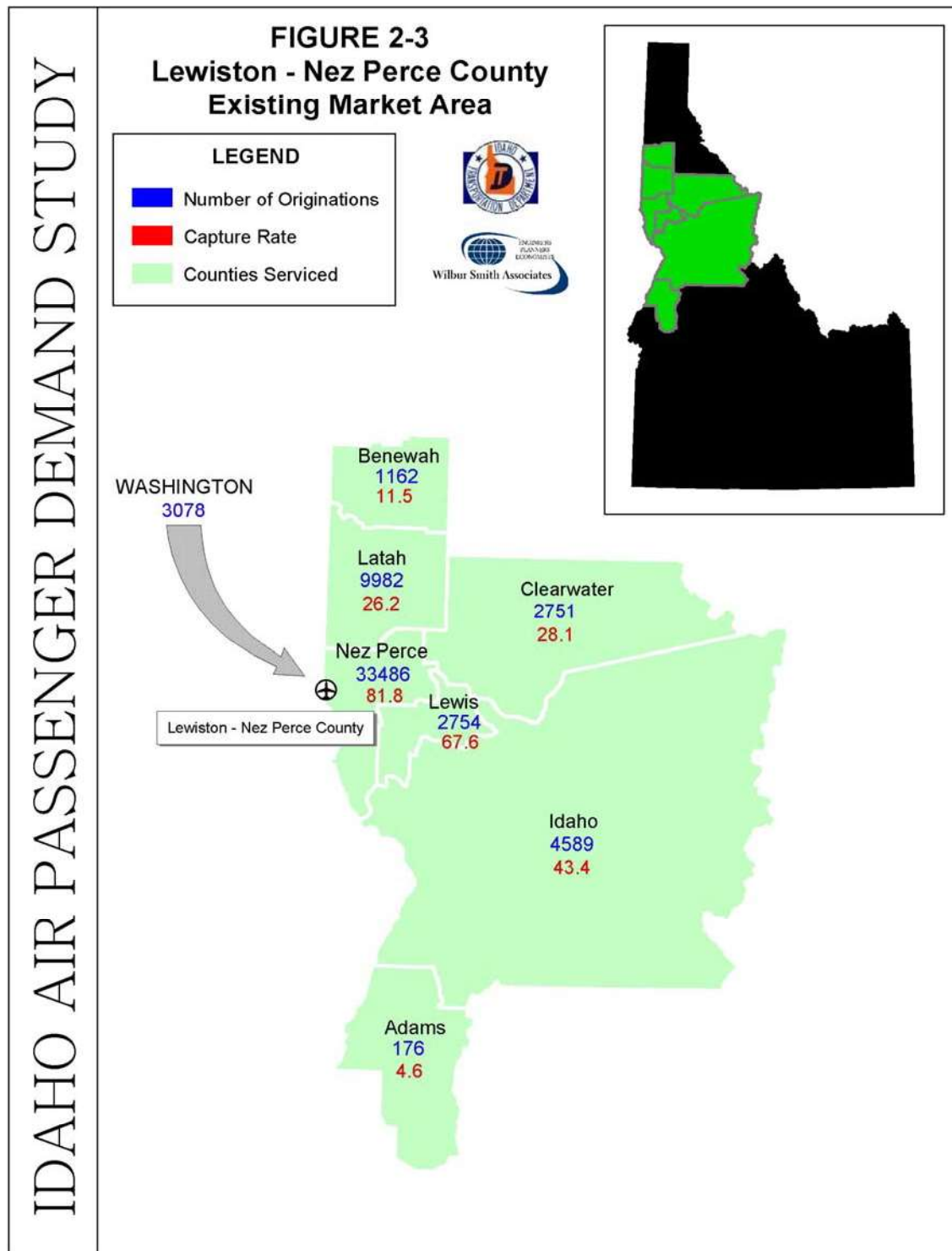


Lewiston/Nez Perce County Airport

Lewiston/Nez Perce County's market area consists of seven counties in Idaho and areas in the State of Washington. More than half of the airport's originations come from Nez Perce County. The airport does succeed in capturing a significant portion of the originating passengers in Nez Perce County and points south in Lewis and Idaho counties. Additionally, the airport served slightly more than 3,000 passengers from nearby Washington. The passengers that were attracted from Washington are those that come from areas that would be expected to fall in another airport's market area. For instance, passengers from Clarkston, WA and similar nearby areas were not included in the airport's attraction figure. The total number of passengers that come to Lewiston's airport is certainly larger than 3,000, but not all of these passengers can logically be considered as "attracted" passengers.

The airport's ability to expand its base and rate of passenger capture is influenced by its relatively close location to Pullman-Moscow Regional and Spokane International airports. Lewiston/Nez Perce County Airport's location near these other airports impacts its ability to capture demand for air service in counties north of Lewiston. This airport's market area extends from Benewah County south to Idaho County, and as far east as parts of Clearwater County and west into Washington. **Table 2-7** shows the county demand characteristics for Lewiston/Nez Perce County Airport. **Figure 2-3** shows these data graphically.

Table 2-7		
Originations and Capture Rate		
Lewiston/Nez Perce County		
County	Originations	Capture of County
Adams	176	5%
Benewah	1,162	11%
Clearwater	2,751	28%
Idaho	7,635	43%
Latah	9,982	26%
Lewis	2,754	68%
Nez Perce	33,486	82%
Other States	3,078	
Total	61,024	
Source: Wilbur Smith Associates		



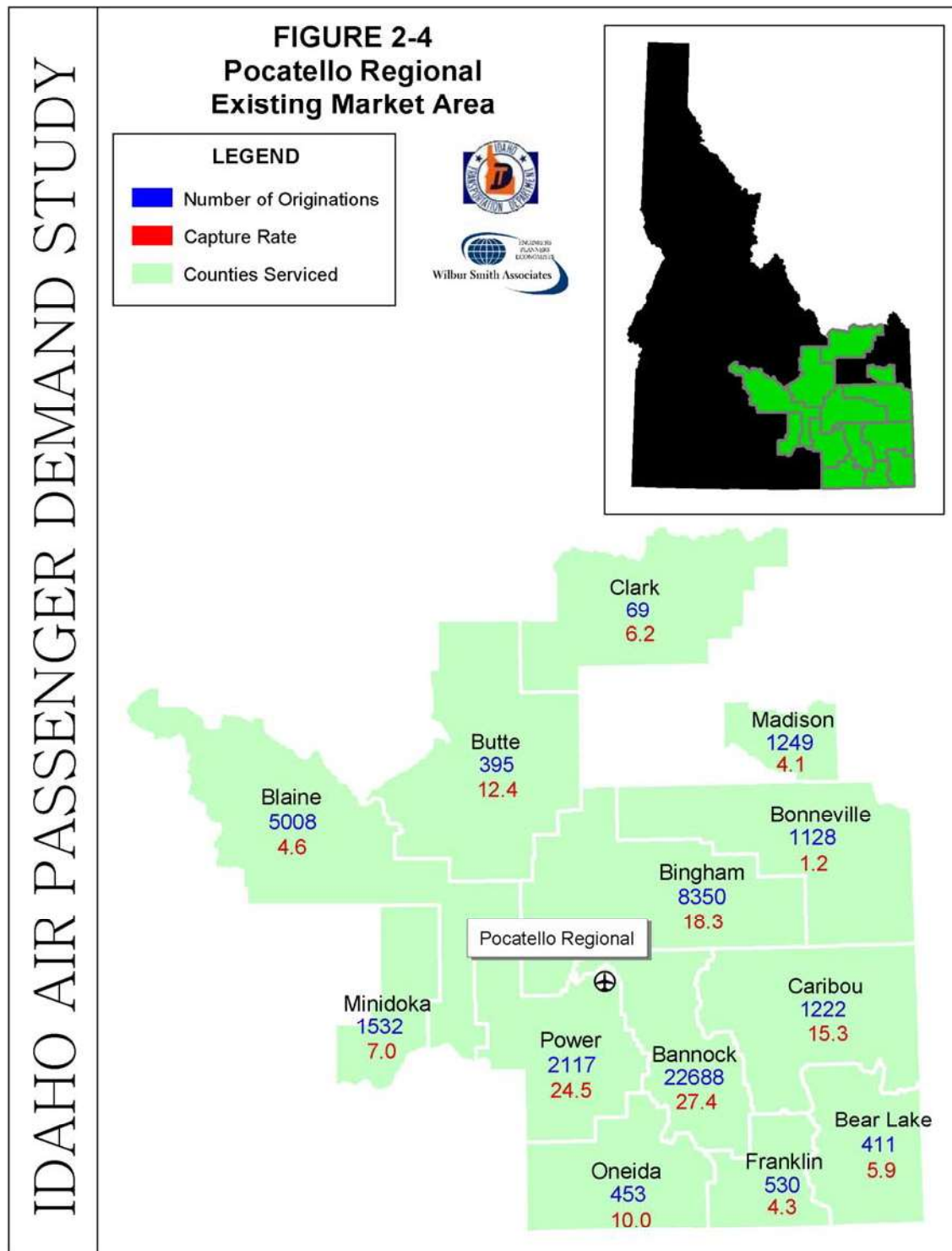
Pocatello Regional Airport

Pocatello Regional Airport's market area is comprised of 13 counties in southeastern Idaho. The market area stretches from Minidoka County east to the Wyoming border and from Butte County south to the Utah border. The airport captured less than one-quarter of the demand in any of the counties in its actual market area. About half of the airport's originations are from its home county, Bannock. Another 20 percent came from Bingham County, where it competes with Idaho Falls' airport to capture originating passengers. **Table 2-8** shows the market data for Pocatello Regional, and **Figure 2-4** depicts this information graphically.

Table 2-8
Originations and Capture Rate
Pocatello Regional

<u>County</u>	<u>Originations</u>	<u>Capture of County</u>
Bannock	22,688	27%
Bear Lake	411	6%
Bingham	8,350	18%
Blaine	5,008	5%
Bonneville	1,128	1%
Butte	395	12%
Caribou	1,222	15%
Clark	69	6%
Franklin	530	4%
Madison	1,249	4%
Minidoka	1,532	7%
Oneida	453	10%
Power	2,117	25%
Total	45,152	

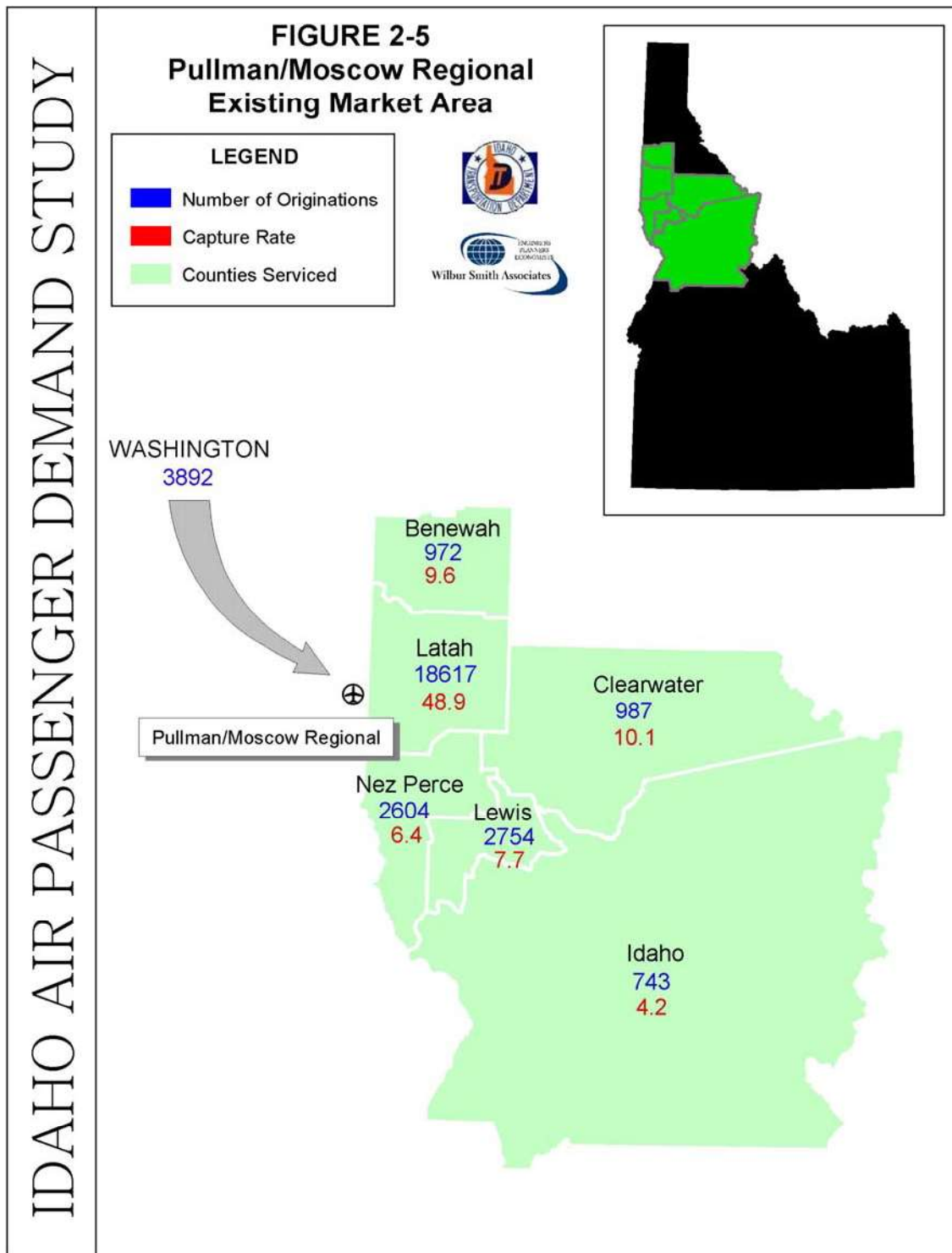
Source: Wilbur Smith Associates



Pullman-Moscow Regional Airport

Pullman-Moscow Regional's market area in Idaho includes six counties and parts of Washington State. Due to the airport's location in Washington, its inclusion in this document presents some challenges in estimating the airport's ability to capture demand in Idaho. For this reason, it must be noted that the capture rate in Latah County is somewhat overstated and the capture rate for "Other States" somewhat understated, since the airport was technically included in Idaho for this report. However, the physical size and the concentration of the airport's market area can still be analyzed. It is accurate to say that the airport's demand is concentrated in Latah County in Idaho and in southeastern parts of Whitman County in Washington. The airport's ability to capture demand outside of these areas drops sharply, due mainly to the airport's proximity to Spokane and Lewiston. The airport captures less than ten percent of the passenger originations in the counties north or south of Latah County. The market data for Pullman-Moscow Regional Airport is shown in Table 2-9 and Figure 2-5.

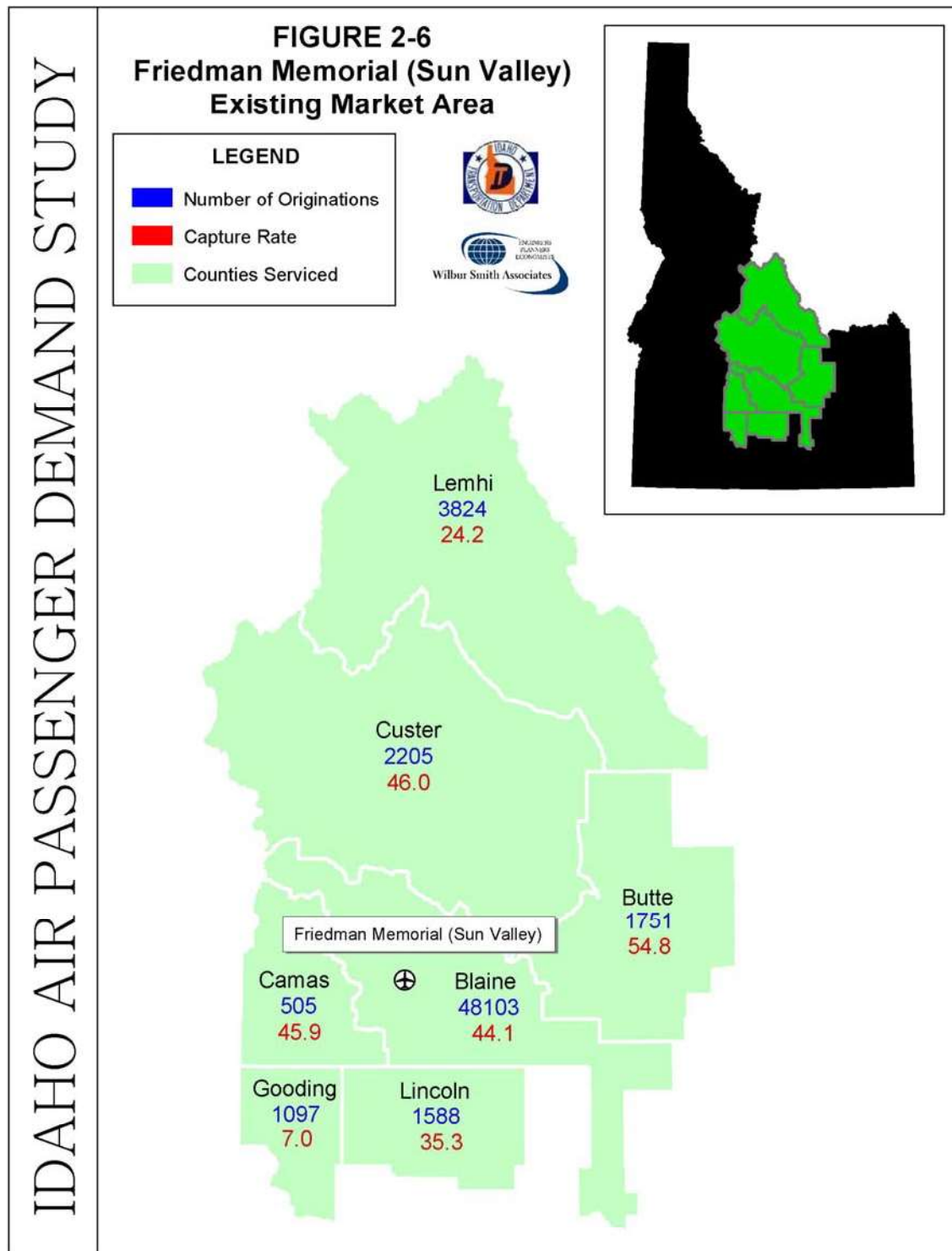
Table 2-9		
Originations and Capture Rate		
Pullman-Moscow Regional		
<u>County</u>	<u>Originations</u>	<u>Capture of County</u>
Benewah	972	10%
Clearwater	987	10%
Idaho	743	4%
Latah	18,617	49%
Lewis	313	8%
Nez Perce	2,604	6%
Other States	3,892	
Total	28,128	
Source: Wilbur Smith Associates		



Friedman Memorial Airport (Sun Valley)

The market area for the airport serving Sun Valley consists of seven counties and is concentrated in Blaine County. This county generates over 80 percent of the airport's passenger originations. The market area for this airport spans Idaho from the Montana border in Lemhi County south to Lincoln County and from Camas County east to Butte County. The airport's market area is mostly made up of high sagebrush steppe or mountain wilderness and contains a relatively small population. However, recreational opportunities abound in the market area for this airport, and this fact results in high demand for commercial airline travel. The airport's market data is shown in Table 2-10, and a map of its market area appears in Figure 2-6.

Table 2-10		
Originations and Capture Rate		
Friedman Memorial (Sun Valley)		
County	Originations	Capture of County
Blaine	48,103	44%
Butte	1,751	55%
Camas	505	46%
Custer	2,205	46%
Gooding	1,097	7%
Lemhi	3,824	24%
Lincoln	1,588	35%
Total	59,073	
Source: Wilbur Smith Associates		

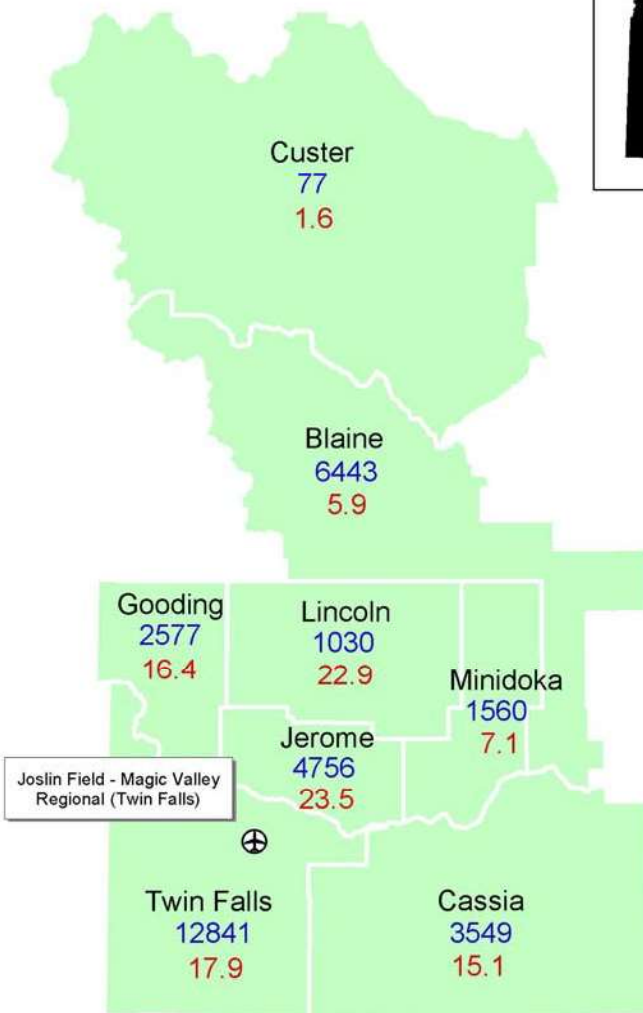
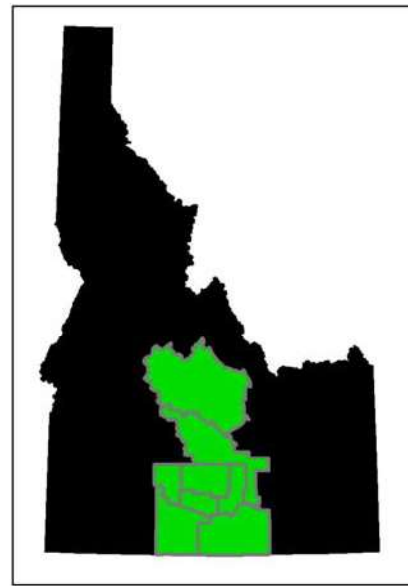


Joslin Field/Magic Valley Regional Airport (Twin Falls)

Joslin Field/Magic Valley Regional Airport's market data is shown in **Table 2-11**. The airport's market area is comprised of eight counties, and the airport captures no more than one-quarter of the originating commercial airline travelers in any of those counties. In the airport's home county of Twin Falls, only one out of six originating passengers uses the local airport. The airport is impacted by its proximity to both Boise and Salt Lake City. In fact, in Twin Falls County, the local airport captures about 18 percent of all air service demand, while Boise Air Terminal captures 57 percent and Salt Lake City attracts the remaining 25 percent. The physical size of the market area stretches from Gooding County east to Minidoka County and from Blaine County south to the Utah/Nevada border. **Figure 2-7** shows the airport's market area.

Table 2-11		
Originations and Capture Rate		
Joslin Field/Magic Valley (Twin Falls)		
County	Originations	Capture of County
Blaine	6,443	6%
Cassia	3,549	15%
Custer	77	2%
Gooding	2,577	16%
Jerome	4,756	24%
Lincoln	1,030	23%
Minidoka	1,560	7%
Twin Falls	12,841	18%
Total	32,833	
Source: Wilbur Smith Associates		

FIGURE 2-7
Joslin Field-Magic Valley Regional
Existing Market Area

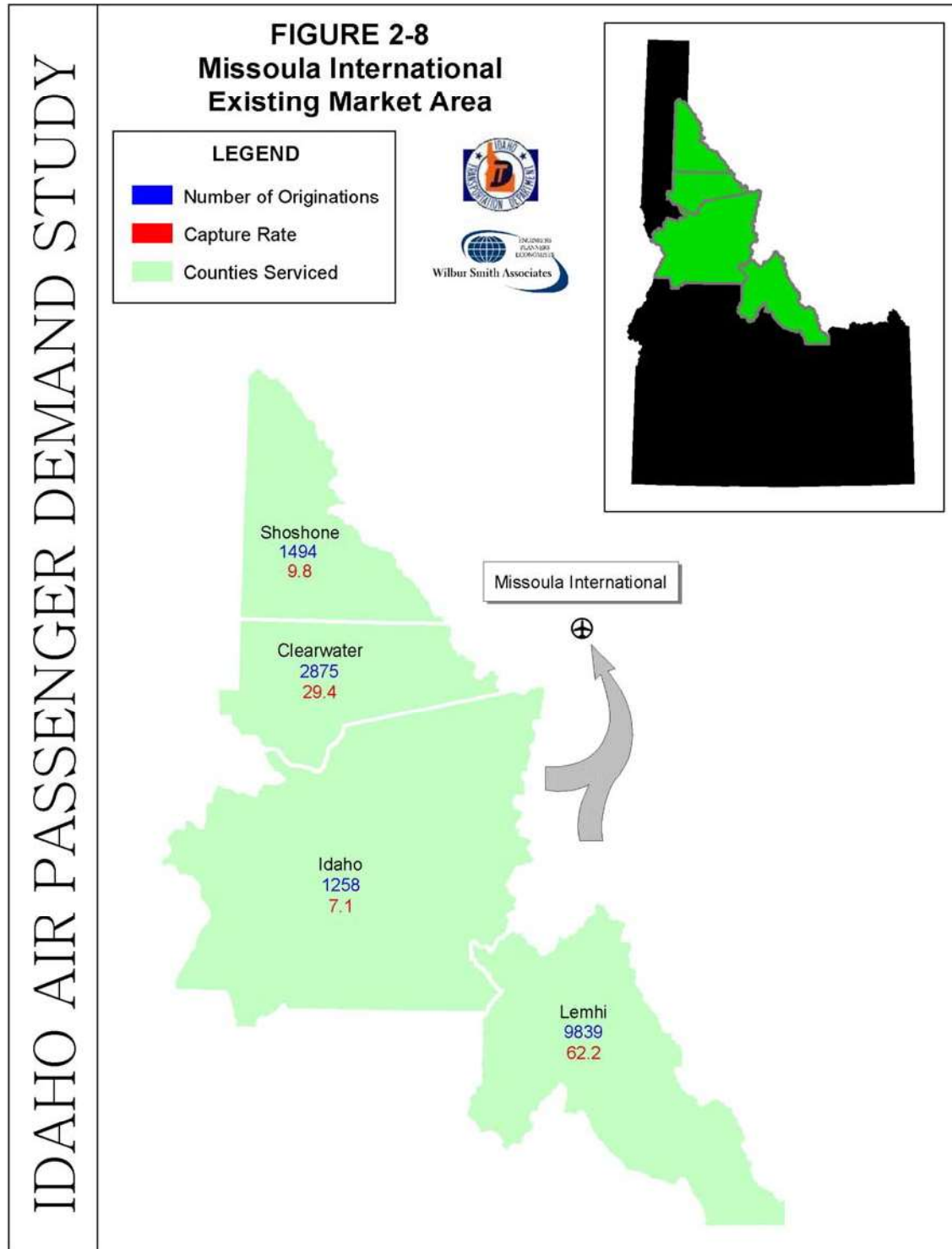


Airport Findings – Out-of-State Airports

Missoula International Airport

Missoula International attracts a small number of Idaho's passenger originations. Four counties in northern Idaho that share a border with Montana contributed almost 15,500 originations to Missoula International Airport's enplanements in 2002. Nearly 9,900 of these passengers came from Lemhi County, directly south of Missoula. Clearwater, Idaho, and Shoshone counties each have a closer or lower-cost alternative airport at Lewiston/Nez Perce County, Pullman-Moscow Regional-Moscow, or Spokane. The 15,466 passengers that Missoula International attracted from Idaho make up less than one-tenth of one percent of Idaho-generated originations and about 3.5 percent of in-state originations diverted to out-of-state airports. **Table 2-12** depicts Missoula's market in Idaho, and **Figure 2-8** shows a map of the same data.

Table 2-12		
Originations and Capture Rate		
Missoula International		
County	Originations	Capture of County
Clearwater	2,875	29%
Idaho	1,258	7%
Lemhi	9,839	62%
Shoshone	1,494	10%
Idaho Total	15,466	
Source: Wilbur Smith Associates		



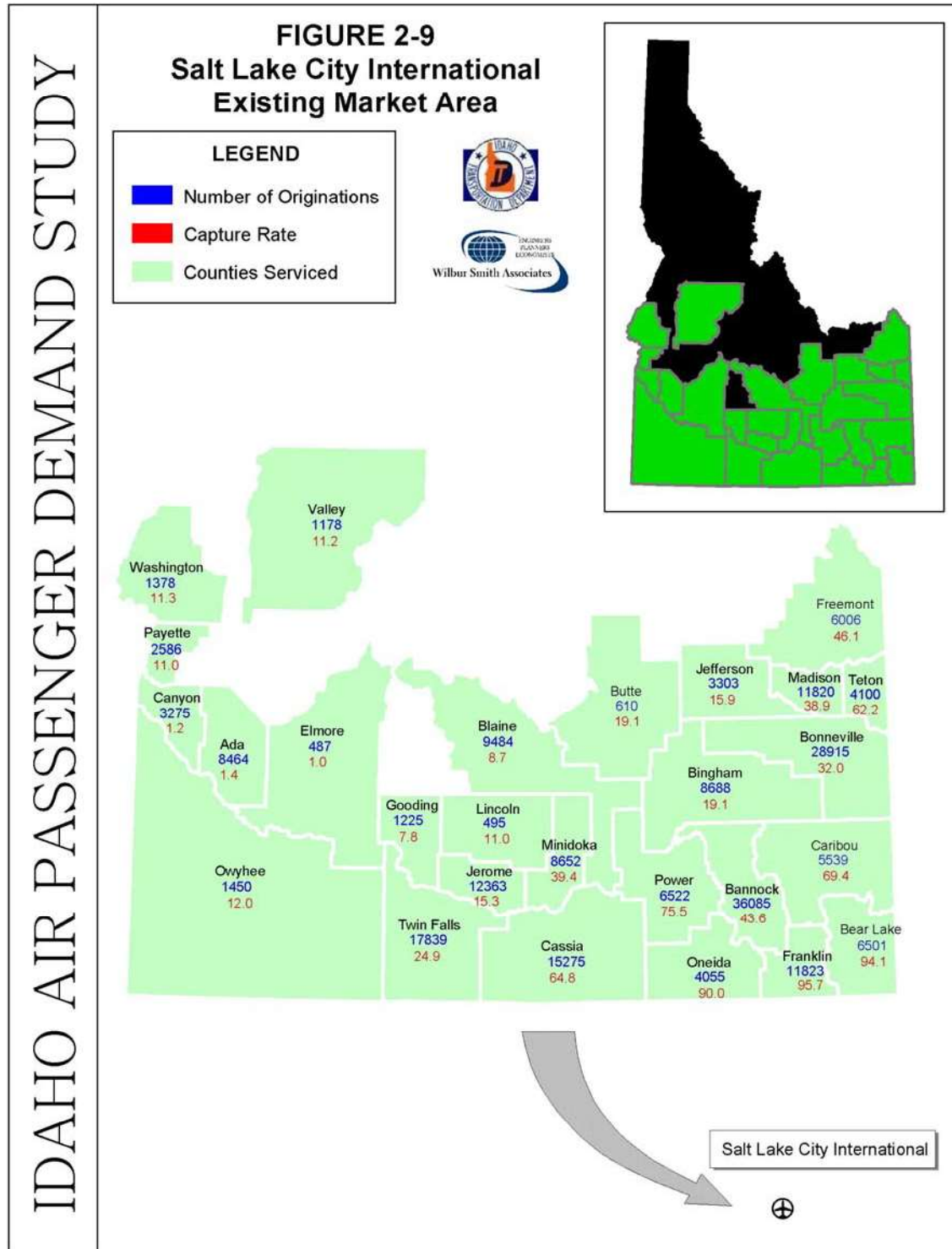
Salt Lake City International Airport

An extensive choice of carriers and destinations coupled with relatively low prices at Salt Lake City International combined to divert about 208,000 of Idaho's originating commercial airline travelers. Salt Lake City International attracted passengers from 27 of Idaho's 44 counties. The majority of Salt Lake City's attracted Idaho originations came from population centers in the eastern part of the State. Bannock County (Pocatello), Bonneville County (Idaho Falls), Madison County (Rexburg) and Twin Falls County together contributed over 94,600 originations, or about 45 percent of all diversions to Salt Lake City. **Table 2-13** and **Figure 2-9** show the details of Salt Lake City's capture of Idaho passenger originations.

Table 2-13
Originations and Capture Rate
Salt Lake City International

<u>County</u>	<u>Originations</u>	<u>Capture of County</u>
Ada	8,464	1%
Bannock	36,085	44%
Bear Lake	6,501	94%
Bingham	8,688	19%
Blaine	9,484	9%
Bonneville	28,915	32%
Butte	610	19%
Canyon	3,275	1%
Caribou	5,539	69%
Cassia	15,275	65%
Elmore	487	1%
Franklin	11,823	96%
Fremont	6,006	46%
Gooding	1,225	8%
Jefferson	3,303	16%
Jerome	3,094	15%
Lincoln	495	11%
Madison	11,820	39%
Minidoka	8,652	39%
Oneida	4,055	90%
Owyhee	1,450	12%
Payette	2,586	11%
Power	6,522	75%
Teton	4,100	62%
Twin Falls	17,839	25%
Valley	1,178	11%
Washington	1,378	11%
Idaho Total	208,848	

Source: Wilbur Smith Associates



Spokane International Airport

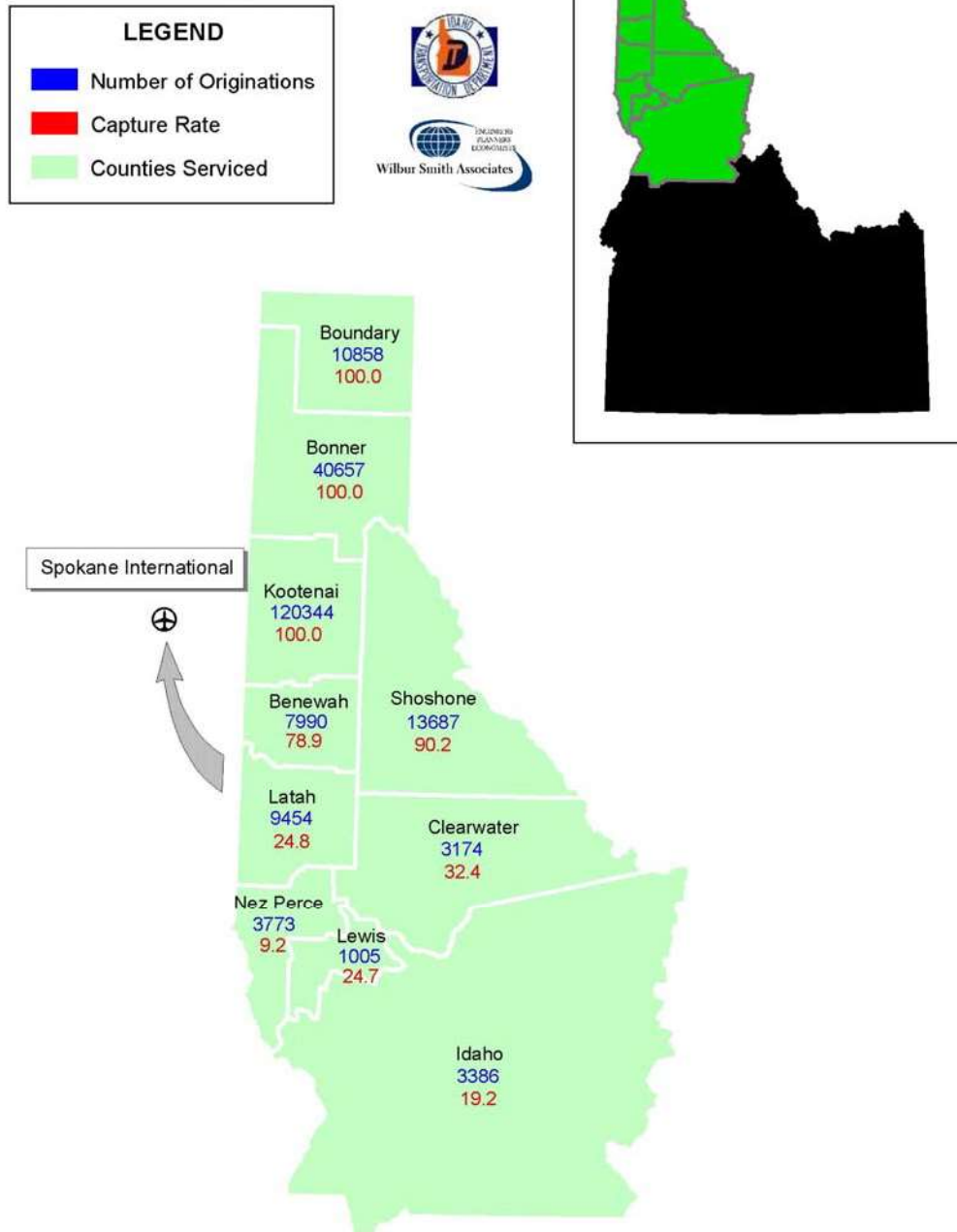
Spokane International is often perceived as being a convenient, low-cost choice for Northern Idaho's commercial air service customers. The commercial airport alternatives for Idaho passengers in this area are at Pullman-Moscow Regional and Lewiston/Nez Perce County. Both of these airports are about an hour south of northern Idaho's population centers. As a result, Spokane International attracted over 214,000 passenger originations from Idaho in 2002. This represents about 49 percent of all diverted Idaho-generated originations and about 11 percent of all Idaho commercial passenger originations. The majority of Spokane's Idaho demand comes from Kootenai County, the location of Coeur d'Alene. Bonner and Boundary counties account for another 51,000 originations. These three counties are home to many resort and outdoor activities, as well as some of Spokane's suburbs. Additionally, Spokane attracted 90 percent of Shoshone County's air service demand, with the remainder going to Missoula International. As noted in the discussions regarding Lewiston/Nez Perce County and Pullman-Moscow Regional-Moscow, Spokane captures much of the commercial air service demand near these airports. **Table 2-14** and **Figure 2-10** show details regarding Spokane International's Idaho passenger attraction.

Table 2-14
Originations and Capture Rate
Spokane International

<u>County</u>	<u>Originations</u>	<u>Capture of County</u>
Benewah	7,990	79%
Bonner	40,657	100%
Boundary	10,858	100%
Clearwater	3,174	32%
Idaho	3,386	19%
Kootenai	120,344	100%
Latah	9,454	25%
Lewis	1,005	25%
Nez Perce	3,773	9%
Shoshone	13,687	90%
Idaho Total	214,328	

Source: Wilbur Smith Associates

FIGURE 2-10
Spokane International
Existing Market Area



Chapter Conclusions

Commercial airline travelers originating in Idaho's populated southern counties find a relatively large number of alternatives for air service. Boise Air Terminal represents the most attractive alternative among Idaho's airports, with a low-fare airline and many carrier and destination choices. Idaho's other commercial airports have more limited service. Airports in nearby states often offer more choices to Idaho's air travelers; this results in the diversion of some of Idaho's passenger originations to airports in neighboring states.

About 22 percent of the passenger originations generated in Idaho (both residents and visitors) boards flights at out-of-state airports. These diverted travelers are split between Salt Lake City and Spokane, with a small percentage also going to Missoula to begin air travel. The remaining Idaho originations, about 1.58 million, select in-state airports. The majority of all Idaho generated passenger originations use Boise Air Terminal. Boise's airport served about 1.16 million Idaho-generated originations in 2002; the airport's market area covers roughly two-thirds of the State's land area. The six other commercial service airports in Idaho compete for about 250,000 air passengers. Few originations in Idaho's northern and extreme southeastern areas are served by in-state airports, with those originations seeking air service opportunities at Salt Lake City or Spokane.

Historically, each of Idaho's commercial airports has recorded its number of commercial passenger enplanements. This number, however, does not in every instance speak to the total number of originating passengers (both residents and visitors) that are associated with the airport's market area. This portion of the Idaho Air Passenger Demand Study provides each commercial airport in Idaho with important information. This information can be used by each airport to make informed decisions on its potential for sustaining and improving commercial airline service.

As part of this chapter Idaho's commercial airports and the Idaho Transportation Department have information on the following:

- Total number of annual commercial airline originations, by county and for the State as a whole. This number represents airline trips attributed to both residents of and visitors to each county.
- Patterns of passenger diversion among Idaho airports. Many of Idaho's originating passengers leave their local airport market area to begin their commercial airline trip from a more distant airport, primarily Boise Air Terminal.
- Geographic extent of each airport's market area. All of Idaho's commercial airports serve multi-county market areas, but few of the airports are able to attract large percentages of the total number of passenger originations that are associated with the counties in its identified market area.

- Some counties have higher propensities to generate passenger originations. Counties with higher levels of population, employment and/or tourism tend to generate higher per capita volumes of commercial passenger originations.
- A few Idaho airports attract passenger originations from neighboring states. Most notably, Boise Air Terminal and the airport serving Lewiston attract small percentages of their total originating passengers from nearby states.
- A notable percentage, twenty-two, of Idaho's originating passengers leave the State to begin their commercial airline travel. While Missoula International attracts some Idaho generated commercial passenger originations, the airport's serving Salt Lake and Spokane each attract a more significant and relatively equal percent of Idaho's passenger originations.

Information presented in this chapter helps each airport to identify its existing market area. Data presented in this chapter helps each airport to better understand both its in-state and its out-of-state competitors. Finally, with market area data and passenger originations by county, each airport has a better estimate of total demand for commercial airline travel in its specific market area. Given competition from both in-state and out-of-state airports, it is not likely that most airports being analyzed in this study will every capture 100 percent of the passenger originations associated with its market area. With this information, however, Idaho airports included in this study have better information on estimates of passenger diversion. In addition, areas of Idaho currently without commercial airline service have estimates of the annual volume of air travel demand that is associated with their part of the State. All of this information is important to making informed decisions on commercial air service initiatives on the local level.

Chapter 3 – Market Potential

Chapter Overview

In the previous chapter of this study, estimates of demand for commercial air service for each Idaho county were presented. These estimates relied on a variety of survey instruments and socioeconomic data. In addition, a statistical process known as the Gravity Model was used to determine the number of originating passengers (residents and visitors) associated with each county. This procedure provided a means to estimate the number of passenger originations each of Idaho's commercial airports "captures" from each county. Finally, the modeling process provided an estimate of passenger originations diverted from Idaho to airports in neighboring states.

The data described above is useful to Idaho's communities and airports to assess the status of their current market area. This same information becomes even more useful if analyzed in another context. The county-by-county passenger origination data presented in the previous chapter can be used to provide each airport with an estimate of unconstrained air travel demand that presently exists in its market area. Estimates of unconstrained demand can help each airport/community have a better understanding of the "upside" for commercial air travel demand in their specific market area.

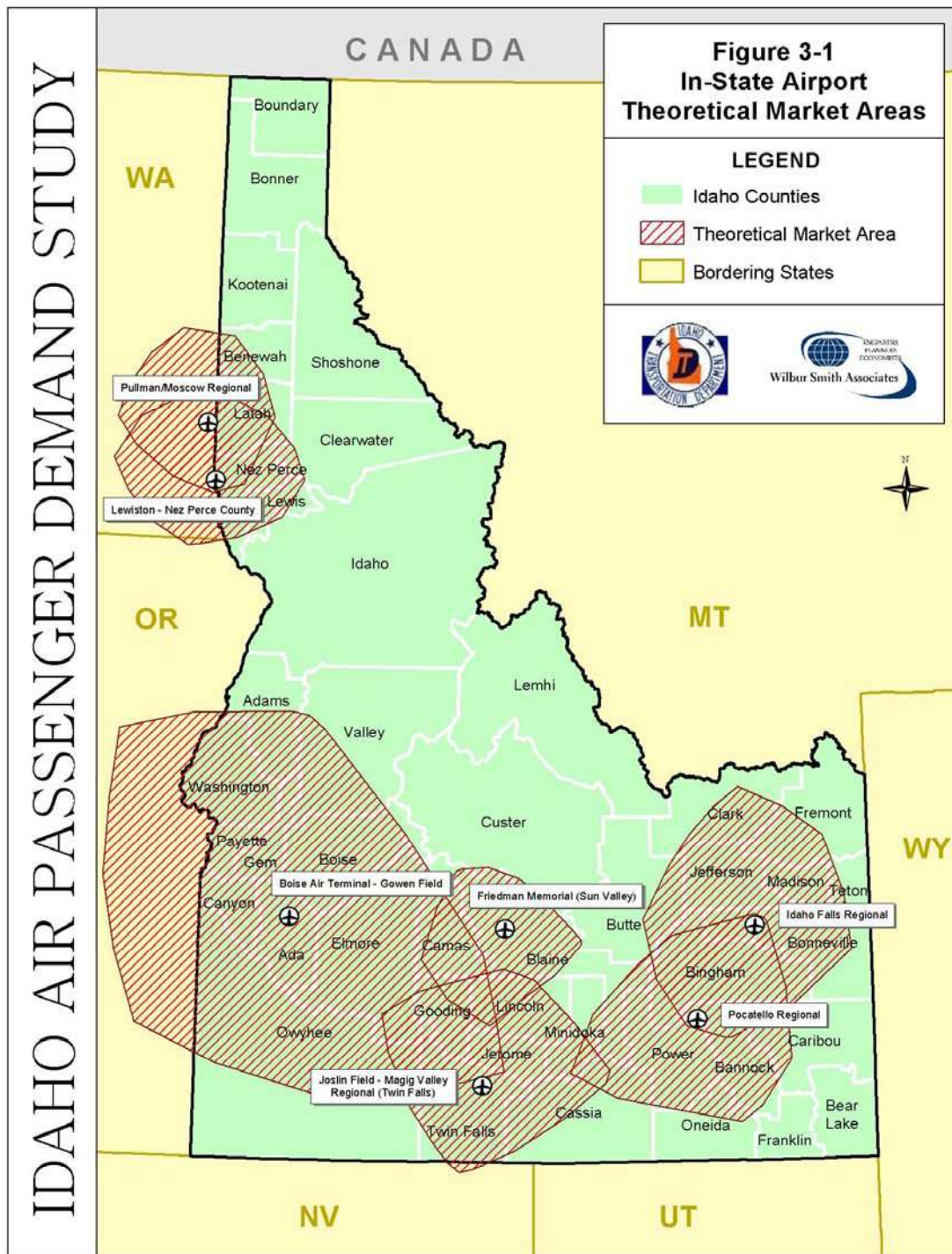
This chapter provides a discussion of each airport, including the airport's "actual" and "theoretical" market areas. Commentary is also provided regarding each airport's potential ability to capture unconstrained passenger demand within its market area. Through various surveys and statistical research, the "actual" service airport for each airport was identified in the previous chapter. An important tool contained in this chapter is the "theoretical" service area for each of Idaho's commercial airports. In formulating the National Plan for Integrated Airport Systems (NPIAS), the Federal Aviation Administration (FAA) asserts that a typical market area for a commercial service airport encompasses about a 60-minute drive time. In today's competitive air service environment, however, the typical drive time market area for larger commercial service airports with low fare carriers extends at least 120 minutes.

In this part of the study, each airport's actual market area is compared to its theoretical 60- or 120-minute drive-time service area. This comparison is done in part to develop estimates of unconstrained passenger demand for each of the Idaho airports. For this effort, a 60-minute service area was used for all Idaho airports except Boise's airport. In the case of Boise Air Terminal, a 120-minute service area was used. **Figure 3-1** shows the theoretical service areas for all Idaho airports. **Table 3-1** provides statistics on the number of counties in each airport's actual and theoretical market areas.

Table 3-1
Comparison of Market Areas

<u>Airport</u>	<u>Counties in Market Area</u>	
	<u>Actual</u>	<u>Theoretical (Drive Time)</u>
Boise Air Terminal	27	15
Idaho Falls Regional	12	10
Lewiston/Nez Perce County	7	5
Pocatello Regional	13	9
Pullman-Moscow Regional	6	3
Friedman Memorial (Sun Valley)	7	5
Joslin Field/Magic Valley (Twin Falls)	8	7
Source: Wilbur Smith Associates		

In this portion of the analysis, each airport's actual enplaning passengers are compared to two hypothetical levels of passenger demand. First the total number of passenger originations in each airport's actual market area (determined in the prior chapter) is identified. It is important to note that when identifying this particular level of market area demand, competition between in- and out-of-state airports and overlapping market areas are both discounted. This results in passenger demand, in some cases, being assigned to more than one airport. For the theoretical market areas (established by drive times), passengers were assigned only once to one in-state airport. If Idaho counties were beyond the drive time market area for an Idaho airport, passenger originations in these counties were unassigned for this comparison. The results of these analyses for all study airports are discussed in this chapter.



Airport Findings – In-State Airports

Boise Air Terminal/Gowen Field

Boise Air Terminal's actual market area is the largest among Idaho's commercial airports. According to this study's findings, the airport draws demand from 27 of Idaho's 44 counties, and the physical area of Boise Air Terminal's market covers nearly two-thirds of the State. As shown in **Figure 3-2**, however, just 15 counties are within a 120-minute drive of the airport; as noted, this represents the airport's theoretical market area. According to survey results and findings in Chapter 2, Boise Air Terminal draws several thousand originating passengers from as far away as Idaho Falls and Rexburg, cities more than four hours away. It is clear from these findings that Boise Air Terminal's many carrier choices, large number of non-stop destinations served, and low fares allow the airport to attract passenger originations from a wide area of the State. In fact, the airport competes for originating passengers in the market area of every in-state commercial service airport.

If Boise Air Terminal had been able to attract 100 percent of the demand in the 27 counties in its actual market area, it would have served just over 1,614,500 originating passengers in 2001 (1,693,400 counting out-of-state attraction). This level of originations would have been in excess of the 1,240,080 passengers the airport actually served in 2001. It is important to note that in the deregulated airline operating environment, it is unlikely for any airport, even Boise Air Terminal with its excellent level of commercial airline service, to capture 100 percent of the passenger demand in either its actual or theoretical service area. As noted in the previous chapter, the actual 27-county market area for Boise Air Terminal overlaps with the market areas for several of the State's other commercial service airports. Since passengers (both visitors and residents) that are associated with each of the Idaho counties typically have a choice between several in-state and/or out-of-state commercial service airports, 100 percent capture rates are very rare.

If passengers in the fifteen counties in Boise Air Terminal's theoretical market area (as determined by 120-minute drive times) had used only this airport for airline travel, it would have enplaned slightly fewer than 1,017,000 originating passengers (about 1,095,700 counting out-of-state attraction). This is about 82 percent of the actual level of originating passengers served in 2001. Boise Air Terminal is in somewhat of a unique position in that its current level of passenger attraction actually exceeds the level of unconstrained passenger demand within its 120-minute service area. As noted in the prior chapter, this is a result of the level of commercial airline service that is available at this airport. This airport attracts passengers from areas that are well beyond its 120-minute drive time market area. **Table 3-2** summarizes the market area statistics for Boise Air Terminal.

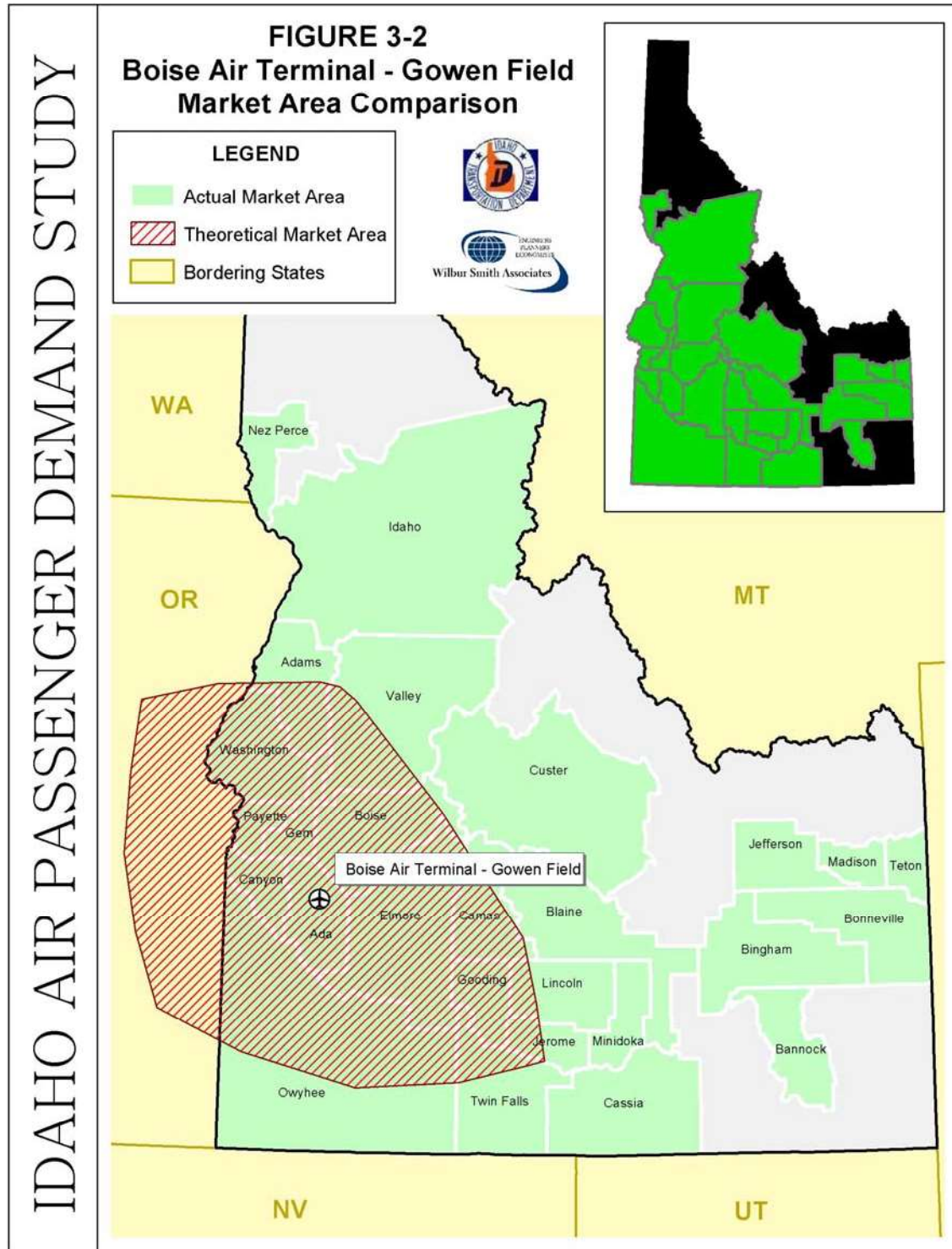
As noted, there are factors that prevent Boise Air Terminal from attracting all of the demand within its market area. First, the airport's 120-minute service area overlaps somewhat with the market area for the airports serving Twin Falls and Sun Valley. Some passengers who live closer to those airports are likely to use the local airport instead of driving to Boise. Further, as noted in the prior chapter, survey findings indicate that a small percentage of the passengers originating in the

airport's immediate market area choose Salt Lake City International for their departures. While Boise Air Terminal many continue to lose some unconstrained passenger demand from within its theoretical market area, this airport will also continue to attract passenger originations from its much larger actual market area.

The airport is currently able to attract passengers from well outside its theoretical market area (determined by 120-minute drive times), but at the same time it does not attract all of the demand within its actual market area (as determined in Chapter 2). Given the relative strength of its air service offerings, this airport seems poised to remain the dominant air service choice for the majority of Idaho's air travelers.

Table 3-2
Comparison of Market Areas
Boise Air Terminal

<u>Category</u>	<u>Passengers</u>	<u>% of Current</u>
Current Enplanements	1,240,080	
Passengers in Actual Market Area	1,614,500	130%
Passengers in Theoretical (120-Minute Drive Time) Market Area	1,016,797	82%
Source: US Dept. of Transportation, Wilbur Smith Associates		



Idaho Falls Regional Airport

The actual market area for Idaho Falls Regional encompasses 12 counties in the eastern part of the State. This area includes counties with population centers such as Idaho Falls, Pocatello, Rexburg, and Sun Valley. In comparison, the airport's theoretical market area (as determined by a 60-minute drive time) includes ten counties (whole or in part), and overlaps to a large extent with Pocatello's. The theoretical market areas for both of these airports show that they compete for originating passengers in Bannock, Bingham, and Bonneville counties. **Figure 3-3** compares the airport's theoretical and actual market areas.

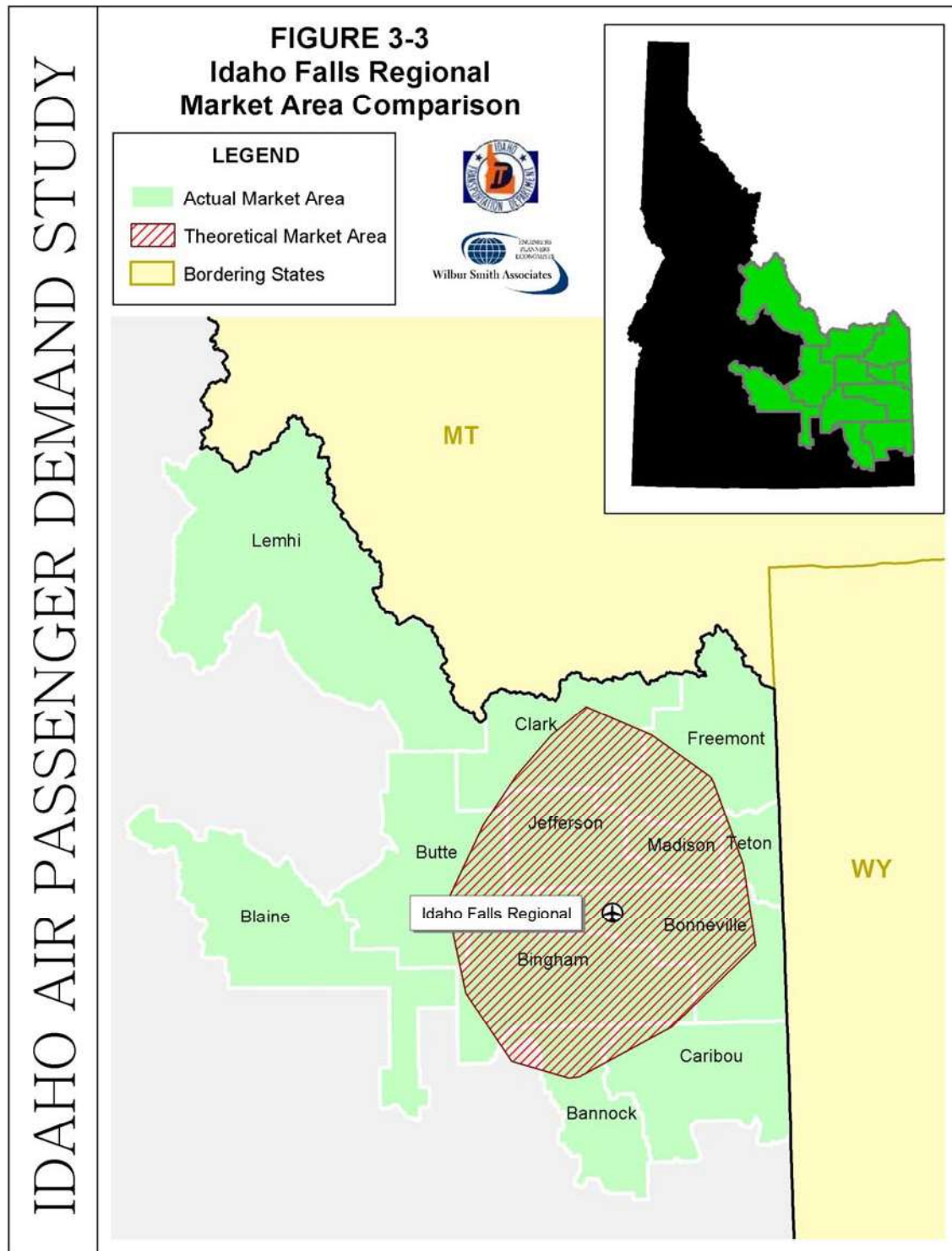
If Idaho Falls Regional had been able to capture 100 percent of the passenger originations in its 12-county actual market area in 2001, the airport would have served 426,700 originating passengers. This is about 361 percent of its actual level of originations (enplanements) in 2001 of 118,090.

If the airport had been able to capture all of the passenger originations in its ten-county theoretical market area, 188,250 passengers would have used the airport in 2001. This would have been about 159 percent of the airport's actual level of originating passengers. **Table 3-3** summarizes the market area statistics for Idaho Falls Regional Airport.

Table 3-3		
Comparison of Market Areas		
Idaho Falls Regional		
Category	Passengers	% of Current
Current Enplanements	118,090	
Passengers in Actual Market Area	426,700	361%
Passengers in Theoretical (60-Minute Drive Time) Market Area	188,250	159%
Source: US Dept. of Transportation, Wilbur Smith Associates		

Several factors account for Idaho Falls Regional Airport's relative inability to capture demand in its theoretical and actual market areas. First, many of the residents in the airport's market area are within a sixty-minute drive of the airports serving both Idaho Falls and Pocatello. Fares at Pocatello and Idaho Falls were similar in 2001. Second, as shown in the discussion of Boise's market above, some passengers from this part of Idaho drive up to four hours to larger, competing commercial service airports. The airports serving both Boise and Salt Lake City are within four hours' drive of much of Idaho Falls' market area.

As noted, there are at least one-and-a-half times as many passenger originations in Idaho Falls Regional's theoretical 60-minute market area as compared to its current level of enplaned passengers. This airport has the second-highest level of air service in the State; it is an attractive air service alternative for travelers in the eastern part of the State.



Lewiston/Nez Perce County Airport

The actual market area for Lewiston/Nez Perce County Airport includes seven counties covering much of the central part of the Idaho panhandle. This area includes the population centers of Lewiston, Moscow, and Clarkston, WA, as well as many smaller towns in Idaho and Washington. The airport's theoretical market area (determined by a 60-minute drive-time) includes all or part of five counties, as well as part of Washington. Lewiston/Nez Perce County Airport's theoretical market area overlaps with Pullman-Moscow Regional's. This overlap occurs in much of Latah and Nez Perce counties, as well as in the Washington areas these airports serve. **Figure 3-4** compares the airport's market areas.

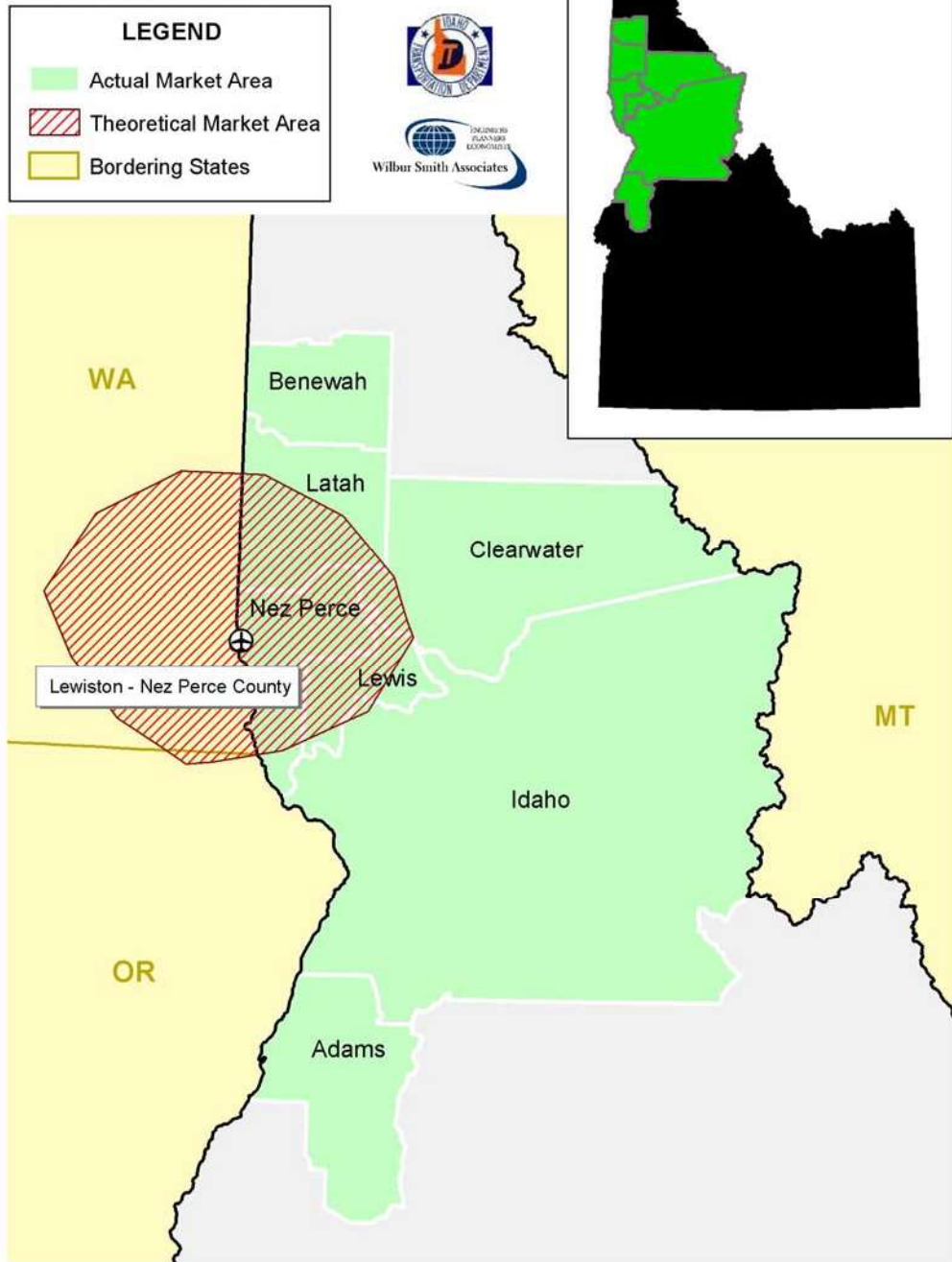
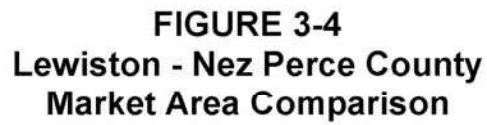
If Lewiston's airport had captured all of the demand within its seven-county actual market area, it would have attracted 124,400 originating passengers (about 127,500 including passengers from Washington). This is about twice the level of about 61,000 the airport actually enplaned in 2001.

If all of the commercial air service passengers in Lewiston/Nez Perce County's five-county theoretical market area had used the airport exclusively in 2001, about 73,800 passengers (76,900 including Washington passengers) would have boarded flights at the airport. This level is about 21 percent higher than its actual 2001 level of originations. **Table 3-4** presents a summary of the market statistics for Lewiston/Nez Perce County Airport. It is important to note that neither of these estimates includes additional demand that could be attracted from portions of Washington that are in this airport's market areas.

Table 3-4
Comparison of Market Areas
Lewiston/Nez Perce County Regional

Category	Passengers	% of Current
Current Enplanements	61,024	
Passengers in Actual Market Area	124,400	204%
Passengers in Theoretical (60-Minute Drive Time) Market Area	73,823	121%
Source: US Dept. of Transportation, Wilbur Smith Associates		

Several factors contribute to Lewiston/Nez Perce County's capture rate of its actual and theoretical market areas. First, the airport competes with Pullman-Moscow Regional for many of the same passengers. The two airports are about 30 miles apart, have similar levels of airline service (Lewiston has both Boise and Seattle service, Pullman has Seattle service only), and both have average one-way fares within about \$10 of each other. The proximity of these two airports affords air service passengers a choice that is differentiated in many instances only by which airport is closest. Secondly, this area is within a two-hour drive of Spokane International, which has many carriers, choices of destinations, and lower average fares. With the proximity of Pullman-Moscow Regional and competing service at Spokane International, it may be difficult for the airport to increase its market share because of overlapping market areas.



Pocatello Regional Airport

The actual market area for Pocatello Regional includes thirteen counties covering much of southeastern Idaho. This area contains the population centers of Idaho Falls, Pocatello, and Sun Valley. The airport's theoretical market area (determined by a 60-minute drive-time) is comprised of part or all of nine counties including much of the Idaho Falls metropolitan area and all of Pocatello. Pocatello Regional's theoretical market area overlaps with Idaho Falls' theoretical market in Bannock, Bingham, and Bonneville counties. There is also a small amount of overlap between the theoretical market areas of the airports serving Pocatello and Twin Falls. A small part of Cassia and Minidoka counties is shared between these two airports. **Figure 3-5** compares this airport's theoretical and actual market areas.

If Pocatello Regional had captured all of the originating passengers in its market area in 2001, it would have served about 424,800 passengers. This is about 940 percent of its actual level of originating (enplaning) passengers of about 45,200.

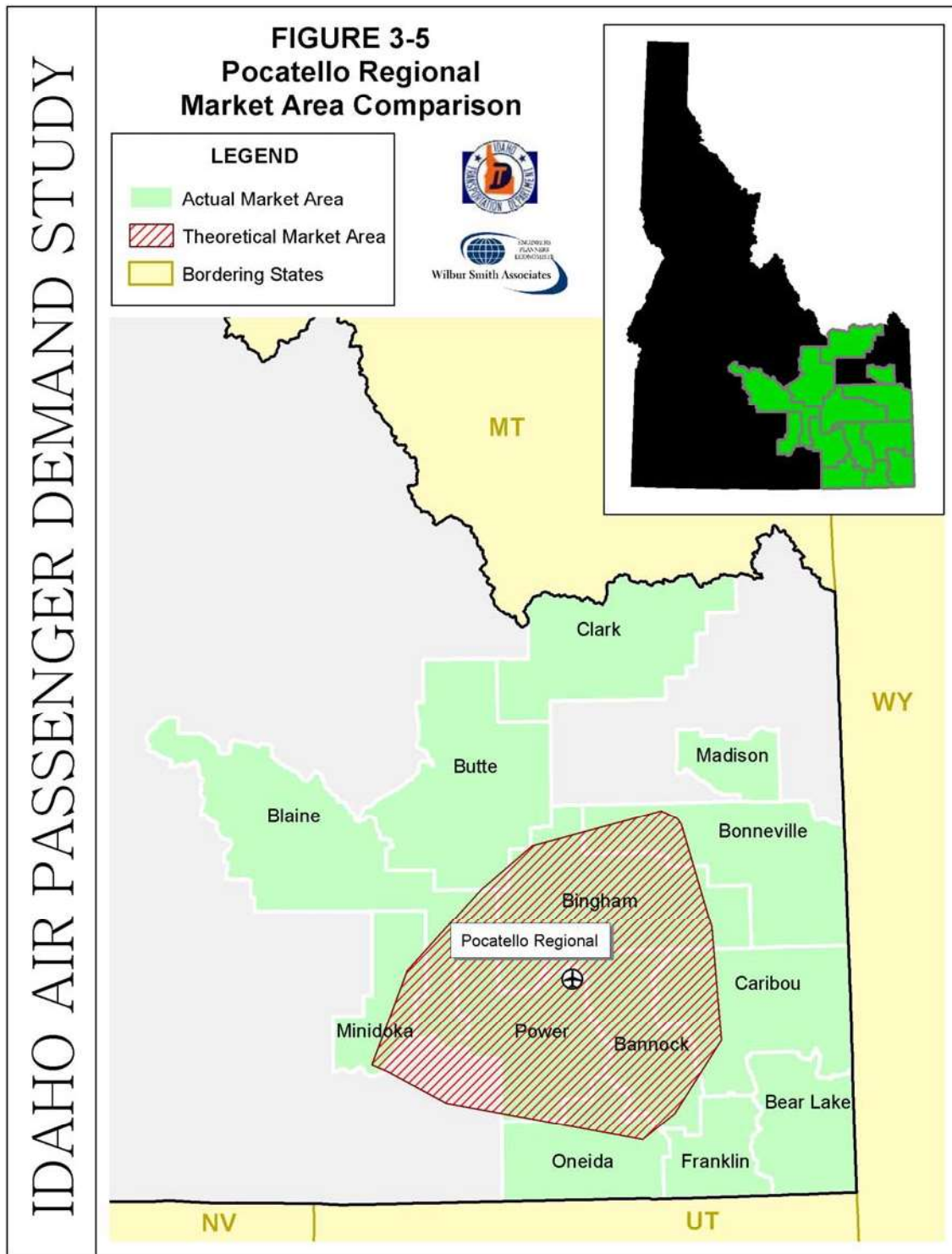
Similarly, if this airport had attracted all of the demand in its theoretical (60-minute) market area, it would have seen 115,800 passengers board flights in 2001. This represents about 256 percent of the airport's actual enplanement level. Market area statistics for Pocatello Regional are presented in **Table 3-5**.

Table 3-5			
Comparison of Market Areas			
Pocatello Regional			
	Category	Passengers	% of Current
	Current Enplanements	45,152	
	Passengers in Actual Market Area	424,800	941%
	Passengers in Theoretical (60-Minute Drive Time) Market Area	115,754	256%
Source: US Dept. of Transportation, Wilbur Smith Associates			

The reasons for Pocatello Regional's capture rate are similar to those at other Idaho airports. Pocatello's actual and theoretical market areas overlap significantly with Idaho Falls', giving travelers in these areas similar choices for air service. The actual market area for Pocatello overlaps with four other airport market areas (Boise, Idaho Falls, Sun Valley, and Twin Falls), and Boise Air Terminal offers more air service choices. In Chapter 1, travel agents estimated that the average Pocatello air traveler would drive about 175 miles to save \$100 per ticket. Salt Lake City International lies about 175 miles south of Pocatello and offers round-trip savings of about \$60 per ticket, on average. Boise Air Terminal is about 225 miles west of Pocatello and has average round-trip fare savings of about \$83 over Pocatello Regional.

Travelers in Pocatello Regional's market area have alternatives about three hours away in Salt Lake City and about three-and-a-half hours away in Boise. Both of these larger competing airports are served by a large number of carriers and each has lower average fares. Market area overlap exists

with the airport serving Idaho Falls. These factors influence the airport's ability to attract a larger proportion of the demand in its actual and theoretical market areas.



Pullman-Moscow Regional Airport

Pullman-Moscow Regional's actual market area is comprised of six Idaho counties, and includes the population centers of Lewiston and Moscow in Idaho and Pullman and Clarkston in Washington. The airport's market area includes the University of Idaho and Washington State University; the airport is located between the two schools. The theoretical market area (60-minute drive-time) of the airport includes parts of three counties in Idaho and a significant portion of southeast Washington. This theoretical market area overlaps with Lewiston/Nez Perce County's in Latah and Nez Perce counties, as well as in the areas in Washington that they both serve. **Figure 3-6** shows the theoretical and actual market areas for Pullman-Moscow Regional Airport.

It is important to note that theoretical and actual market area demand for this airport cannot be stated and compared on the same basis as other study airports. This is because estimates of originating passenger demand were not prepared for counties in Washington. As a result, the demand levels for this airport were calibrated using socioeconomic and demographic data for both the city of Pullman and Latah County in Idaho (that is, Latah County's population was increased artificially to account for residents in and around Pullman).

If Pullman-Moscow Regional had attracted all of the originating commercial air service passengers in its market area in 2001, approximately 120,600 passengers would have boarded flights at the airport that year. This represents about 428 percent of the airport's actual enplanements in 2001 of about 28,100.

The three counties in Pullman-Moscow Regional's theoretical area could have contributed about 51,900 passengers to the airport had it been able to attract 100 percent of all demand in those counties in 2001. This level is about 185 percent of the airport's actual enplanement level. These statistics regarding Pullman-Moscow Regional's market areas are presented in **Table 3-6**. As with the market area for Lewiston's airport, both demand potentials may be somewhat understated because they do not include additional demand that could come from Washington.

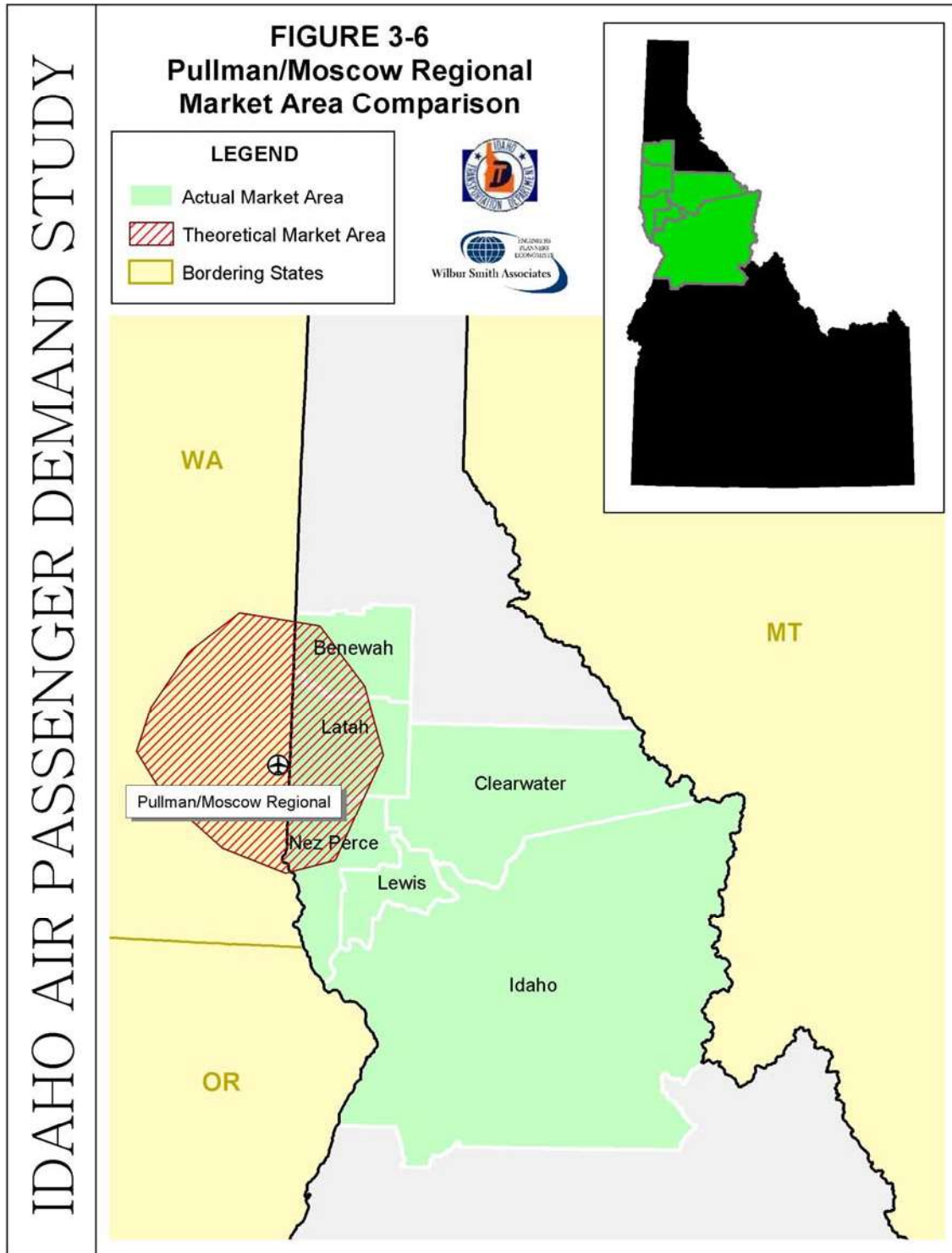
Table 3-6
Comparison of Market Areas
Pullman-Moscow Regional

Category	Passengers	% of Current
Current Enplanements	28,128	
Passengers in Actual Market Area	120,600	429%
Passengers in Theoretical (60-Minute Drive Time) Market Area	51,947	185%
Source: US Dept. of Transportation, Wilbur Smith Associates		

Pullman-Moscow Regional's ability to attract passengers is similar to Lewiston/Nez Perce County's. With an airport of similar service levels and similar average fares thirty miles away in Lewiston and a much larger airport an hour-and-a-half away at Spokane International, the airport does not

attract 100 percent of the demand in its actual or theoretical market areas. Pullman-Moscow Regional had the advantage of having the lowest average one-way fares of any of Idaho's airports (excluding Boise) in 2001. Spokane's average fares, however, were even less expensive than those available at Pullman-Moscow Regional.

Pullman-Moscow Regional Airport's market potential also seems similar to Lewiston/Nez Perce County's. With only one carrier and one destination, service at Pullman-Moscow is at a disadvantage over its two competitors. Lower fares and proximity to the area's two major universities allowed the airport to attract the number of passengers it did in 2001. Without improvements to its air service, Pullman's market share in Northern Idaho/Eastern Washington has limited growth potential. This is confirmed by the fact that Pullman's growth in enplanements was the lowest of all the airports in this study, at -1.73 percent annually between 1992 and 2002.



Friedman Memorial Airport (Sun Valley)

The actual market area for Friedman Memorial is comprised of seven counties and includes the resort towns of Hailey, Ketchum, and Sun Valley. Additionally, the airport's home county is the gateway for the Sawtooth National Recreational Area as well as other wilderness areas. The airport's theoretical market area (60-minute drive-time) includes parts of five counties. This airport's 60-minute drive-time market area overlaps both Boise's and Twin Falls' theoretical market areas. The airport shares areas in Camas, Gooding, and Lincoln counties with the 120-minute market area for Boise Air Terminal, and parts of Gooding and Lincoln counties with the 60-minute for market area of Joslin Field (Twin Falls). A map comparing the airport's theoretical and actual market areas is shown in **Figure 3-7**.

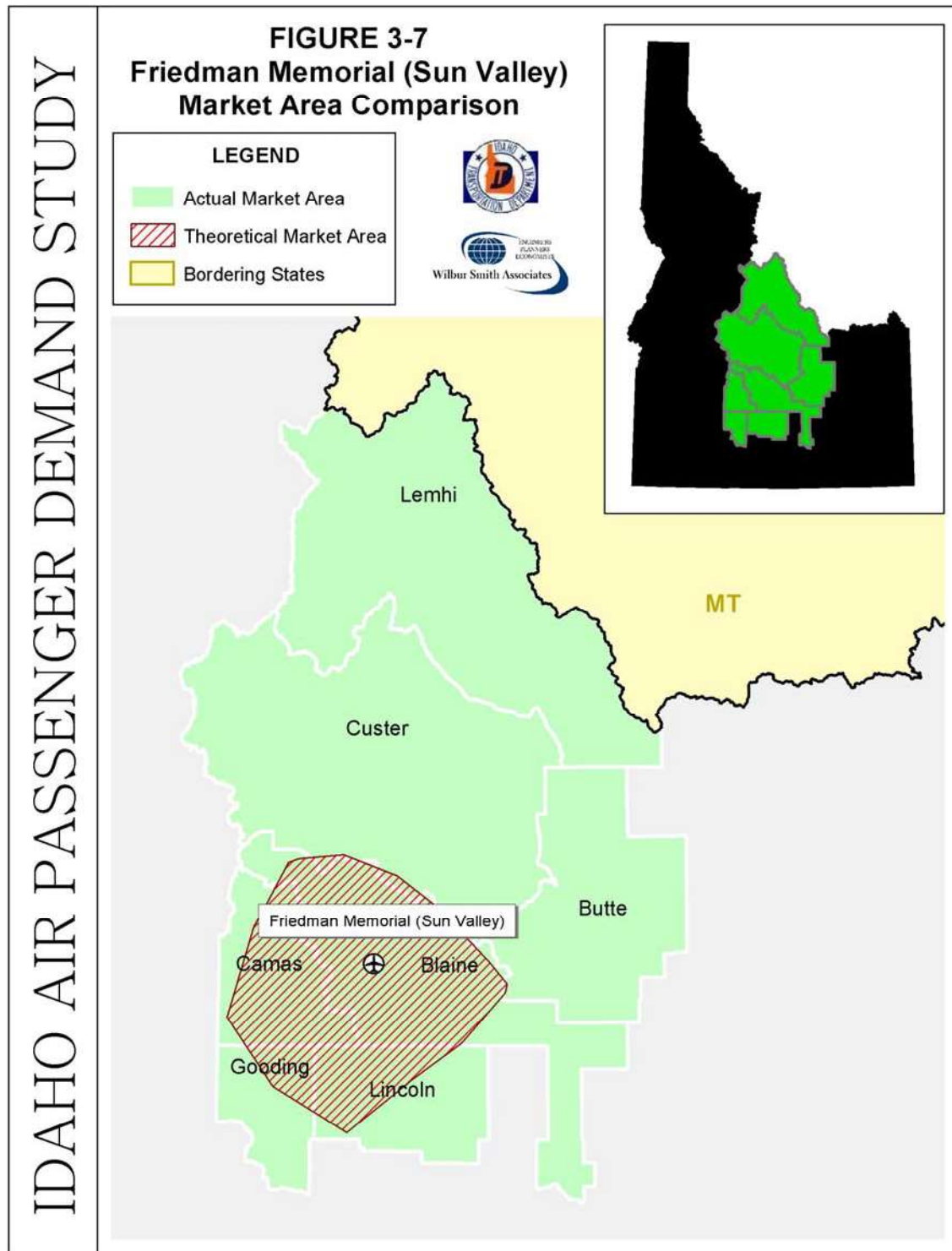
If the airport had attracted all the demand in its seven-county actual market area, it would have served about 154,200 originating passengers in 2001. This is about 260 percent of the level of passengers the airport actually served that year. Friedman Memorial served about 59,100 originating (enplaning) passengers in 2001.

If 100 percent of the demand in Friedman Memorial's theoretical market (60-minute drive-time) area had used the airport exclusively, the airport would have served about 111,000 passengers in 2001. This represents about 188 percent of its actual demand level. A summary of market area statistics for Friedman Memorial is presented in **Table 3-7**.

Table 3-7			
Comparison of Market Areas			
Friedman Memorial (Sun Valley)			
	Category	Passengers	% of Current
	Current Enplanements	59,073	
	Passengers in Actual Market Area	154,200	261%
	Passengers in Theoretical (60-Minute Drive Time) Market Area	111,080	188%
Source: US Dept. of Transportation, Wilbur Smith Associates			

As described above, much of Friedman Memorial's market area overlaps with those of the airports serving Boise and Twin Falls. Another factor contributing to Friedman Memorial's capture rates is that the airport's fares are the highest in the State. Average one-way fares at Friedman Memorial in 2001 were about \$13 more expensive than the State average, but this figure was down from a \$28 difference in 2000. Price differences such as these generally force some travelers to seek lower fare alternatives at other airports both in and beyond the State, and it can be expected that the same occurs for some passengers at Friedman Memorial. The nature of ground travel in Friedman Memorial's market area restricts capture rates of passenger demand in surrounding counties. While the sixty-minute drive time includes parts of five counties, this includes only small portions of Custer and Butte counties, and does not include even some parts of Blaine County, the airport's home county.

As shown above, there are a notable number of passengers in the airport's theoretical (60-minute drive-time) market area that use other airports to begin a commercial flight. The airport recently secured service on Horizon Airlines direct to Los Angeles International and to Boise Air Terminal. The Los Angeles service came as a result of a Small Community Air Service grant received in 2002. If the airport continues to see service improvements and carrier competition reduces fares, it could see its passenger capture rate increase.



Joslin Field/Magic Valley Regional Airport (Twin Falls)

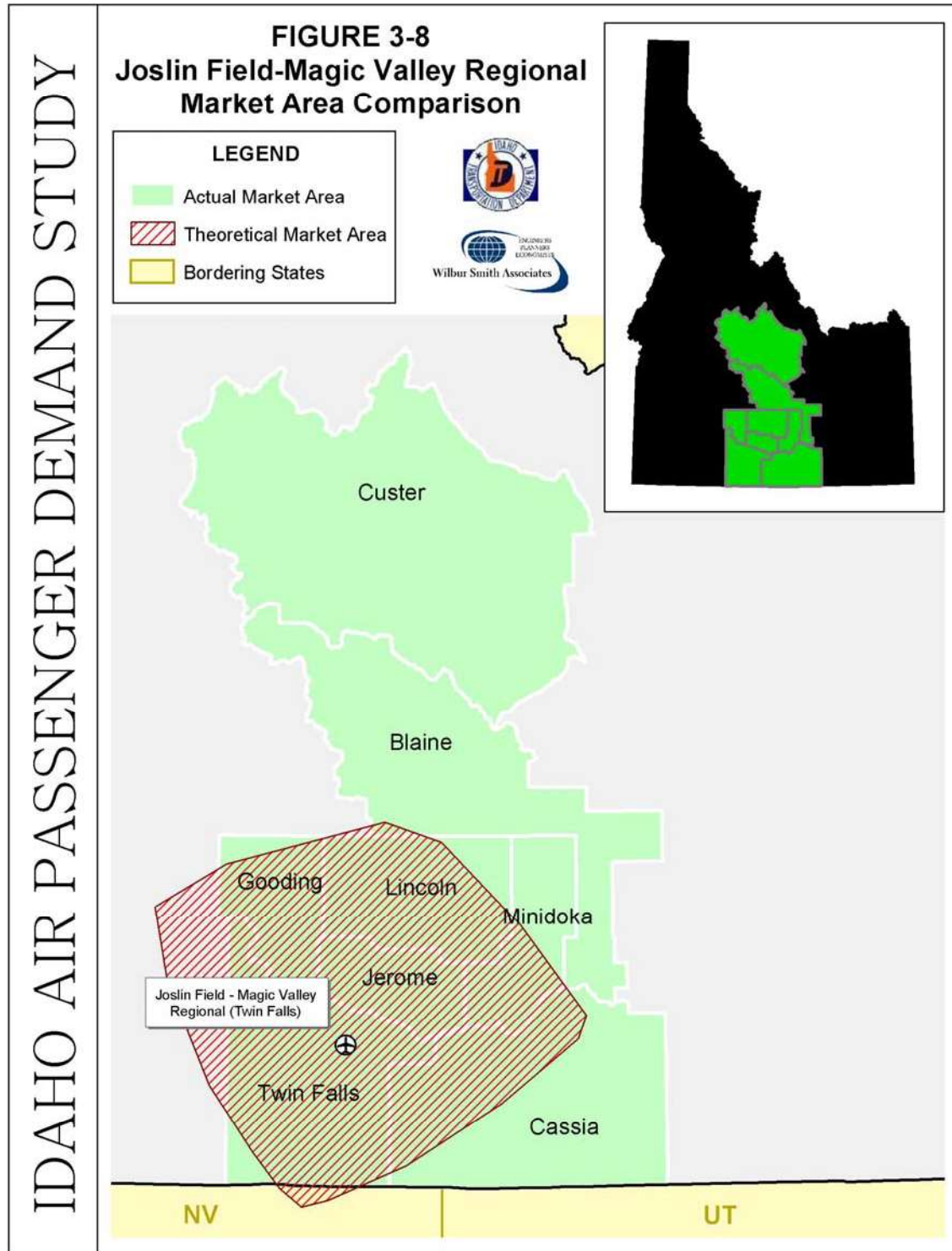
The actual market area for Joslin Field includes eight counties in central and southern Idaho, and includes population centers such as Burley, Jerome, Sun Valley, and Twin Falls. The airport's theoretical market area (60-minute drive-time) includes parts of seven counties. This theoretical market area overlaps with the market areas of the airports serving Boise Air Terminal and Friedman Memorial (Sun Valley). The airport shares its theoretical market area with Boise Air Terminal in parts of Elmore, Gooding, Jerome, Owyhee, and Twin Falls Counties, and with Sun Valley's airport in Gooding and Lincoln counties. **Figure 3-8** depicts the airport's actual and theoretical market area.

If the airport had attracted 100 percent of the demand within its actual market area in 2001, about 271,500 air travelers would have used the airport. This is about 827 percent of the airport's actual level of enplanements in 2001 of about 32,800.

If all of the passenger originations in Twin Falls' theoretical (60-minute) market area had used the airport exclusively in 2001, Joslin Field would have had an enplanement level of about 135,000 originations. This represents about 412 percent of the airport's actual enplanements in 2001. Notable among the findings from Twin Falls' theoretical market area analysis is that part of Elmore and Gooding counties are within sixty minute's drive time of the airport, yet the airport did not attract any demand from these counties in 2001, according to the estimates in this study. The primary explanation for this is that these counties are well within Boise Air Terminal's 120-minute drive-time service area. A summary of Joslin Field's market statistics is shown in **Table 3-8**.

Table 3-8			
Comparison of Market Areas			
Joslin Field/Magic Valley Regional			
	Category	Passengers	% of Current
	Current Enplanements	32,833	
	Passengers in Actual Market Area	271,500	827%
	Passengers in Theoretical (60-Minute Drive Time) Market Area	134,999	411%
Source: US Dept. of Transportation, Wilbur Smith Associates			

Joslin Field/Magic Valley Regional Airport's ability to attract demand in its market area is impacted by the airport's proximity to Boise. The airport itself is just about two hours from Boise, and much of the theoretical market area for both airports overlap. The majority of Joslin Field's actual market area coincides with Boise Air Terminal's as well. As discussed previously, Boise Air Terminal is the dominant airport in the State in terms of air service levels. Joslin Field has just one carrier serving one non-stop destination, giving Magic Valley travelers few choices locally. Without improvements to its scheduled commercial air service, prospects for improved passenger demand levels at Joslin Field may be limited. The airport is currently working on securing service to Boise.



Overall State Findings

Actual Market Area Findings

Most of Idaho's major population and tourism centers appear to be conveniently served by one or more of Idaho's commercial service airports. The entire Interstate 84/86/15 corridor through the southern part of the State is within the actual market area of at least one commercial service airport. Only the Coeur d'Alene area (Bonner, Boundary, Kootenai, and Shoshone counties) is not within the reported actual market area of an Idaho commercial service airport. Demand from these counties, according to study findings, is served by Spokane International.

Most of the airports in this study have overlapping actual market areas. In particular, areas along the Interstate 84/86/15 corridor experience a significant amount of overlap in terms of each airport's actual market area. As discussed in this chapter, Boise Air Terminal's actual market area encompasses much of the southern portion of the State. Further, each of the other four airports in this part of Idaho have actual market areas that exceed an hour's drive time. These factors result in originating passengers from most counties to be shared among airports.

Notable among the findings in this chapter is the fact that no airport in the study area was able to attract all of the passenger originations within its actual market area. This is not surprising for several reasons. First, many of the airports' market areas overlap one another to various degrees. Some travelers in Idaho have the choice of as many as three in-state airports within a reasonable drive time. Under these circumstances, travelers frequent a variety of airports. As noted in the discussion in this and in the previous chapter, Idaho's passenger originations have alternative airports to select from, both within and beyond the State. The end result of this variety of airport choices is that passenger originations by county (measured in the prior chapter) are almost always divided among several airports as opposed to being captured by a single airport. Chapter 2 of this report provides specific data on total passenger originations in each county and information on how these originations are distributed by departure airport.

The actual market area of three out-of-state airports (Missoula, Salt Lake City, and Spokane) includes parts of Idaho. Missoula's actual market area in Idaho includes four counties, Salt Lake City's actual market area includes 27 Idaho counties, and Spokane's Idaho market is comprised of eleven counties. These areas, including the number of originations attracted by these airports and the resulting capture rates, are shown in **Figure 3-9**. With the exception of Boise Air Terminal, most of Idaho's other commercial service airports report notable levels of demand from their actual market areas that is attracted by airports in neighboring states. Airports in south and eastern Idaho (facilities serving Idaho Falls, Pocatello, Twin Falls, and Sun Valley) experience passenger diversion to Boise Air Terminal, but information from surveys conducted for this study also indicate that a number of passenger originations from this part of the State are also attracted by Salt Lake City International Airport. Idaho's airports in the panhandle face stiff competition from Spokane International. While the majority of Idaho's out-of-State passenger originations are attracted to either Spokane or to Salt Lake City, Missoula International, according to study findings, also

attracts some passenger originations from Idaho. Of Idaho's estimated number of total commercial passenger originations, (1,937,180 in 2001), an estimated 22.6 percent now begin their commercial airline trip from an airport in a neighboring state.

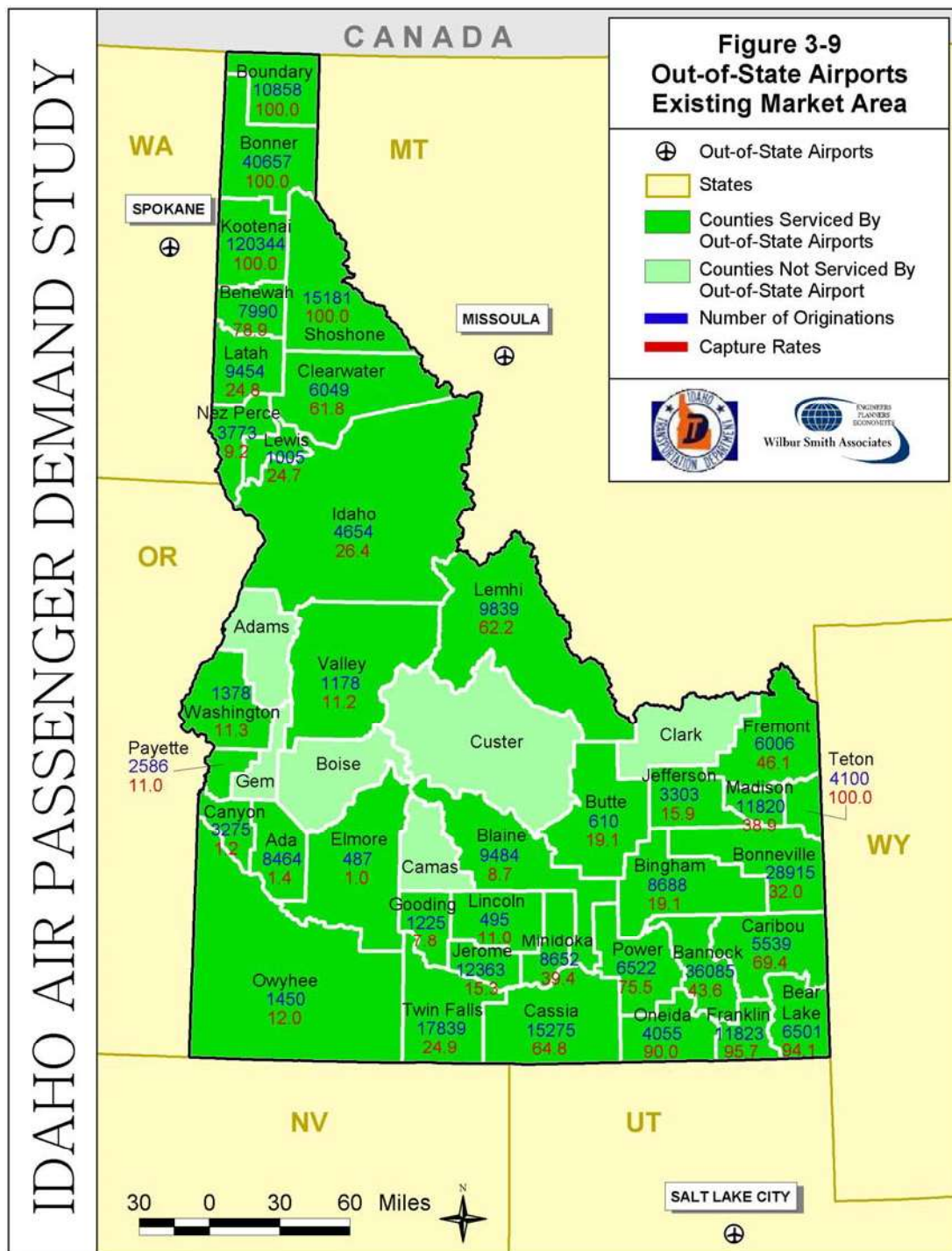
Theoretical Market Areas and Under-Served Counties

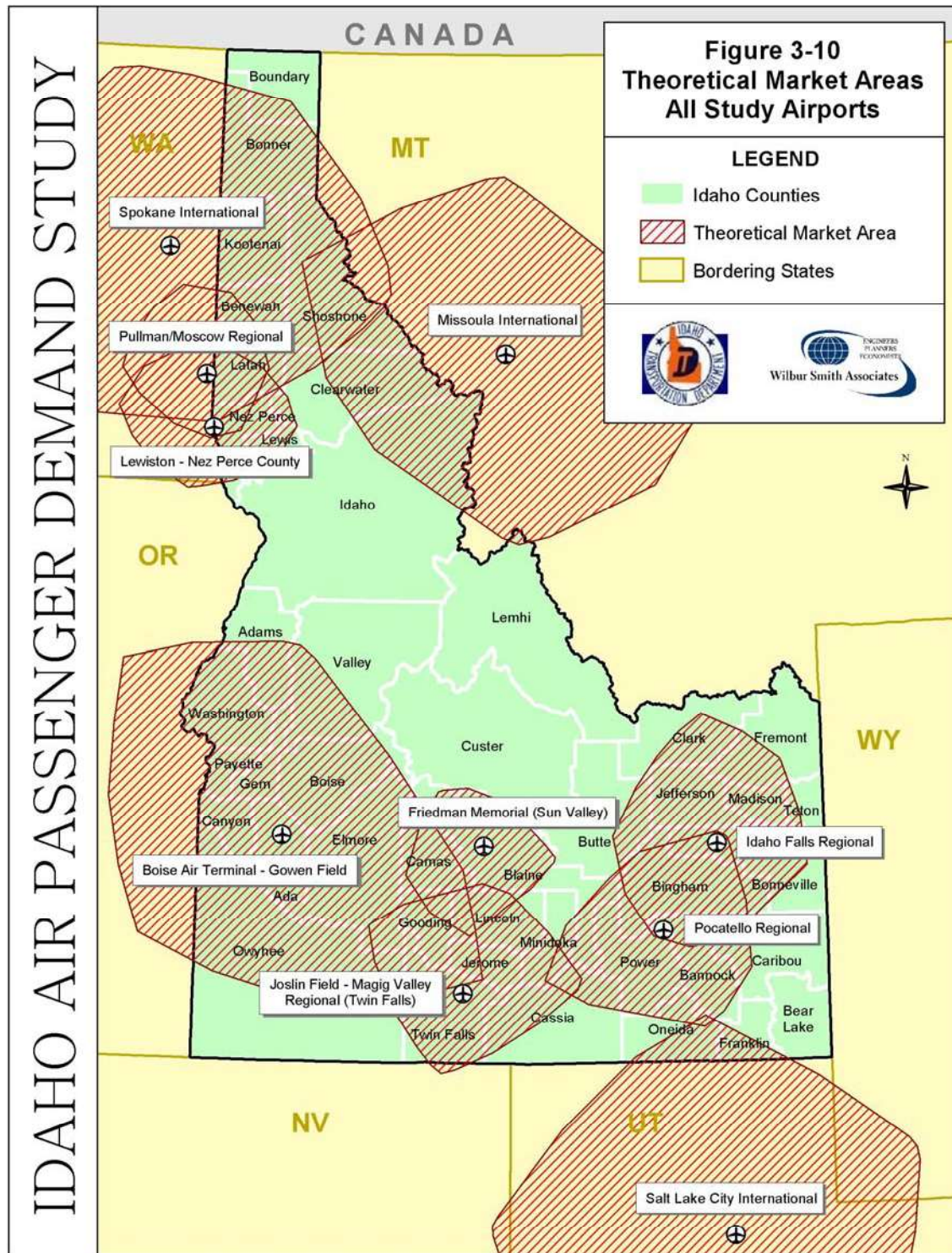
Several areas in the State lay outside the theoretical market area (60- or 120-minute drive-time) of one of Idaho's commercial service airports. These areas are in the northern part of the panhandle, areas along the Idaho-Montana border, the Frank Church Wilderness, and the southeast part of the State near the Utah and Wyoming borders. There are several counties in the State which lie only partly in the theoretical (drive-time) market area of one of Idaho's commercial service airports.

For this reason, estimating the number of originating passengers that are not within the theoretical market area of one of Idaho's commercial service airports is somewhat difficult. However, working under some simple assumptions, this estimate can be accomplished. Nine counties (Bear Lake, Bonner, Boundary, Custer, Franklin, Kootenai, Idaho, Lemhi, and Shoshone) all lay outside the theoretical market area of any of Idaho's commercial service airports.

Over 244,500 originating passengers come from counties completely outside of the theoretical market area of any of Idaho's airports. This represents about 12.6 percent of all Idaho-generated originations. As discussed in Chapter 2, most of these originating passengers find commercial service alternatives at competing airports in neighboring states. These larger, out-of-state airports impact primarily Idaho's smaller airports. Spokane International Airport captures much of the demand that might otherwise be served at Lewiston's or Pullman's airports, while some passengers in Idaho Falls Regional's and Pocatello Regional's actual market areas travel to Salt Lake City International to begin a flight. Additionally, a small percentage of Idaho's air travelers use commercial airline service at Missoula International. **Figure 3-10** shows the theoretical (drive-time) market areas of all of Idaho's commercial service airports, as well as the three out-of-state airports included in this study.

Relatively few originating passengers in Idaho find themselves more than two hours from any commercial service airport. Bear Lake, Custer, Franklin, Idaho, and Lemhi counties are the five counties in Idaho that lie entirely outside of any in- or out-of-state airport's theoretical (60- or 120-minute drive-time) market area. The total number of Idaho-generated originating passengers from these counties is about 57,500, or about three percent of Idaho's total statewide originating passengers.





Potential and Past Commercial Service Airports

Several communities in the State have either had commercial airline service at their airport or would like to attract such service in the near future. These cities include Coeur d'Alene, McCall, Salmon, and Sandpoint. A discussion of these areas, including the theoretical (drive-time) market areas for each airport, a discussion of the competition each market faces, and the impact new airline service at these airports would have on existing service at other airports in the State, is included below.

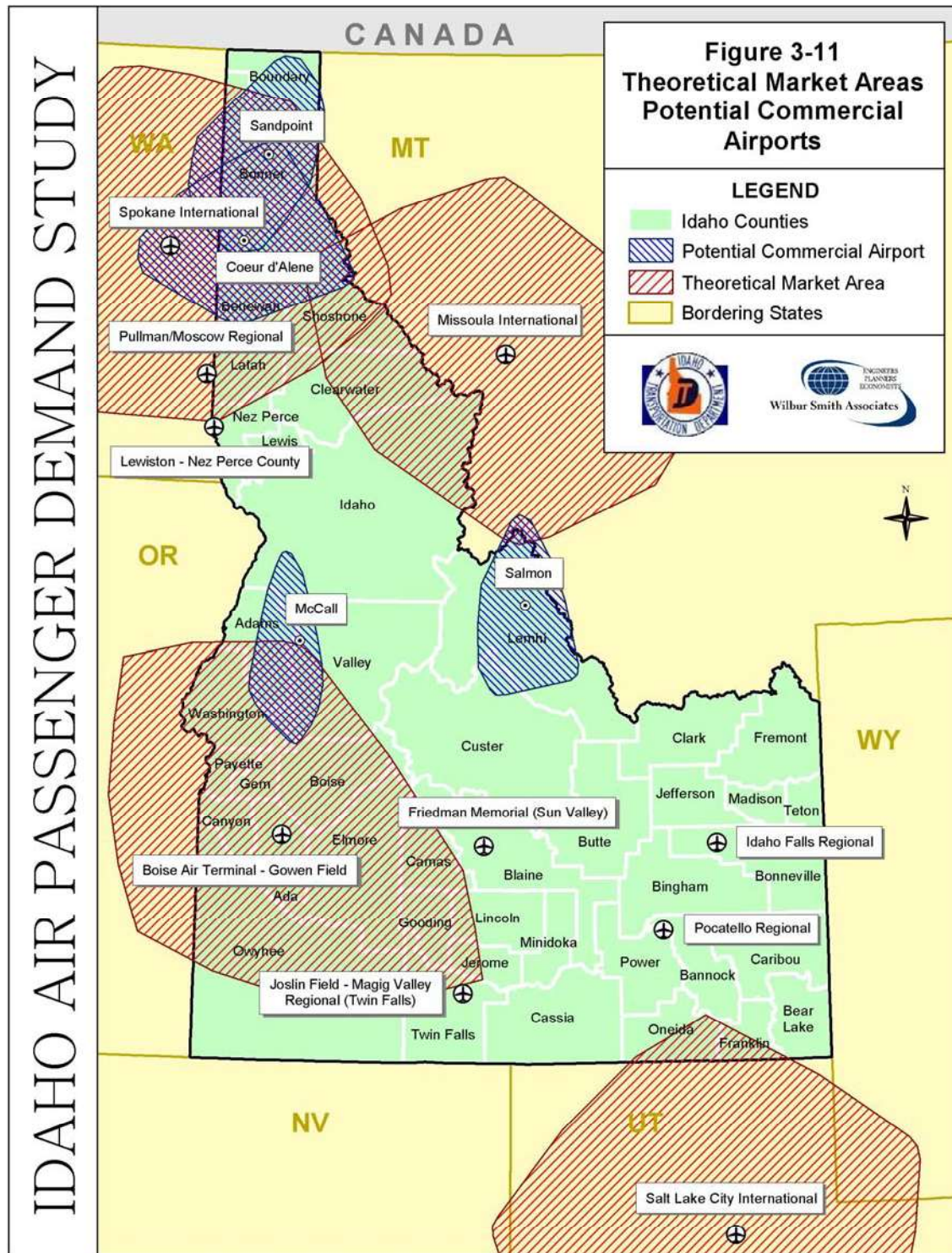
Coeur d'Alene. The Coeur d'Alene area in Northern Idaho is a notable market in terms of demand for commercial air service. The theoretical (60-minute drive-time) market area for this airport encompasses four counties, Benewah, Bonner, Kootenai, and Shoshone. The theoretical market area for Coeur d'Alene is shown in **Figure 3-11**. These four counties together have an estimated total demand for air service of about 186,300 originations (enplanements). Currently, Spokane attracts almost 215,000 enplanements from areas in Idaho, and much of this demand comes from these same four counties. As has been discussed earlier in this study, Spokane International Airport offers extensive commercial airline service; this airport is served by a large number of airlines who provide frequent non-stop service to many destinations. In addition, Southwest Airlines, the nation's premier low-fare carrier, has a significant presence at the Spokane facility. Analysis completed as part of this study shows that all originating commercial airline travelers now associated with the Coeur d'Alene market area are currently using Spokane International for their commercial airline travel. In order for an airline serving the Coeur d'Alene market in Idaho to be successful, it would have to attract passengers away from Spokane International and from Southwest Airlines. A reduction in demand at Spokane International, should service at Coeur d'Alene be initiated, would not jeopardize Spokane's commercial airline service. As shown in this section of the study, passengers in the Coeur d'Alene market area are well within the 120-minute drive-time market area for Spokane International. The proximity of the Coeur d'Alene market to Spokane International limits the likelihood of start-up airline service being successful. While demand in this market area should be sufficient to support commercial airline service, competition from established airports limits (and may all but preclude) the ability of an airline to sustain financially successful service from the Coeur d'Alene market.

McCall. The town of McCall lies about halfway between Boise and Lewiston. The level of originating passengers from this area is relatively small. The counties within McCall's theoretical market area (60-minute drive-time), Adams, Idaho, and Valley, combine for about 31,500 originations annually. McCall's theoretical market area is shown in **Figure 3-11**. As noted, the 31,500 originating passenger associated with the McCall market area are now served by the commercial airports serving either Boise or Lewiston. In fact, as reflected in Figure 3-11, the 120-minute theoretical market area for Boise Air Terminal encompasses much of McCall's theoretical market area. Should commercial airline service be initiated at McCall, the reduction in enplanements at Boise Air Terminal would not reflect a significant reduction. The same is not true, however, for the airport serving Lewiston. It is estimated that approximately 13 percent of Lewiston's current originating passengers are drawn from the McCall market area described in this section. Should commercial airline service be initiated at McCall the reduction in passenger demand at Lewiston could put at

risk that airport's current level of scheduled airline service. As with the Coeur d'Alene market, the feasibility of a carrier being able to successfully compete in the McCall market, given the proximity of nearby service at Boise, is very limited. Over 87 percent of the passengers from the McCall market area now drive to Boise to begin their airline trips. As noted, Boise Air Terminal offers a high level of airline service and very competitive fares. Lower demand levels in the McCall market area and the proximity of several existing competing commercial service airports limit the attractiveness of this market from a potential carrier's vantage point. Boise's enplanements would drop by a fraction of a percent, but lost enplanements at Lewiston would account for almost 13 percent of that airport's annual demand. The town of McCall is within Boise Air Terminal's theoretical market area, and the magnitude of Boise's air service offerings would make it nearly impossible for an air carrier at McCall to attract a significant portion of the demand in this market.

Salmon. Commercial air service at Salmon could serve one of the State's more under-served areas. As noted previously, areas along the border between Montana and Idaho are those that make up most of the under-served areas in the State. The theoretical market area (60-minute drive-time) for the airport in Salmon would include much of Lemhi County and a small part of Custer County (see **Figure 3-11**). These areas account for a very small number of enplanements, around 16,000 originations. As noted in the airport-specific discussions earlier in this chapter, many residents in areas near Salmon currently drive at least two hours to either Idaho Falls, Missoula, or Sun Valley for commercial service. If originations were served by new airline service at Salmon, Idaho Falls Regional's annual enplanement level would decrease by about three percent. Similarly, Friedman Memorial's enplanement level would decrease by about six-and-a-half percent as a result of any airline service at Salmon. These estimates of potential enplanement reductions at other Idaho airports would not be great enough to put current service at risk. Current originating passengers for this market area are now served by three existing airports, two in Idaho and one in Montana. In addition, the Salmon market area has a relatively low level of annual originating passengers, about 16,000. Even though this area is not necessarily conveniently served by an existing commercial service airport, high levels of existing competition and low levels of passenger demand indicate that chances for financially self-supporting commercial airline service in this market area are very limited.

Sandpoint. The counties in Sandpoint's theoretical (60-minute drive-time) market areas are Bonner, Boundary, and Kootenai counties, which together account for almost 172,000 annual enplanements (originations). These are also many of the same counties that are included in the Coeur d'Alene market area. As was the case in the discussion of potential service at Coeur d'Alene, the service offerings and proximity of Spokane International would inhibit Sandpoint from attracting a high percentage of its passenger demand. While demand in northern Idaho is notable, proximity to and competition with Spokane International would be a major obstacle to attracting commercial service to an additional airport in this part of the State. Boundary County is the only county in northern Idaho that is beyond the service area for Spokane International, and demand that is available in this county to support new commercial airline service is limited. Any new commercial airline service to either of the potential service points in northern Idaho would face stiff, if not overwhelming, competition from existing service at Spokane.



Chapter Conclusions

According to the analysis presented in this chapter, Idaho's commercial service airports meet the majority of the State's air service needs. Idaho's airports are within a reasonable distance of about 87 percent of the State's population. When the three out-of-state airports are considered, all but about three percent of the State's originating passengers have access to air service within a reasonable driving distance.

Although some of the airports in this study have overlapping service areas with larger airports (particularly Lewiston/Nez Perce County and Pullman-Moscow Regional with Spokane International, and Joslin Field/Magic Valley Regional with Boise Air Terminal), the analysis in this chapter indicates that these airports still have a niche market in these areas and do not currently seem to be in danger of losing air service. The smallest airports in this study (those serving Pullman-Moscow and Twin Falls, as measured by current enplanements) each serve around 30,000 originating passengers each year; this data indicates that these airports still serve a definite need for air service in the State.

This chapter provided Idaho's commercial service airports with information on the following:

- The size of each of Idaho's commercial service airport markets, in terms of the number of originations each airport attracts from the counties in its actual market area. This data also allows for an estimation of the unconstrained level of demand that is present in each county.
- The size of each of Idaho's theoretical airport markets, as determined by either a 60- or 120-minute drive time. This area is defined by the Federal Aviation Administration as a typical market area for a commercial service airport.
- The potential for growth in demand for air service at each airport.
- The amount of overlap of these market areas. This information allows each airport to pinpoint the counties where competition from other airports exists.
- Information for other Idaho airports that have had commercial service in the past or wish to attract it in the future. This information will allow these airports and the State to determine the feasibility of new commercial service at these airports.

The information in this chapter helps each airport to identify its actual and theoretical market areas. Data presented in this chapter helps each airport to better understand both its in-state and out-of-state competitors. This chapter also gives each airport an estimate of the maximum number of originations within its market area. With the information in this chapter, Idaho's airports have a better understanding of their commercial air service market.

Chapter 4 – Air Service Comparisons

Chapter Overview

Previous chapters of this study focused upon Idaho's current commercial air service system. An initial system assessment and the results of a data gathering effort were presented in Chapter 1, while Chapters 2 and 3 provided details on current demand characteristics in each study airport's market area. This chapter investigates the travel patterns of Idaho's commercial airline travelers, in terms of each airport's most popular destinations. This information is then compared to current service offered at each airport in order to determine how well current commercial airline service is satisfying the needs of the traveling public.

Statewide Findings

As discussed in the results from the travel agent survey presented in Chapter 1, the majority of Idaho's air travelers have destinations in the Northwest or Southwest. Seventy percent of the State's commercial air travelers end up at a destination somewhere west of the Rockies, according to U.S. DOT data (the passenger survey described in Chapter 1 showed this number to be about 60.5 percent). The region with the lowest demand among Idaho's travelers is the Mid-South, where fewer than two percent of travelers had destinations in 2001. The top twenty destination cities for all Idaho air service customers are presented in **Table 4-1**. Nine of the top twenty destinations for Idaho air travelers can be found in three West Coast states, with six top travel destinations in California alone. The regional distribution of destinations for all of Idaho's air travelers is depicted in **Figure 4-1**.

Table 4-1
Top 20 Destinations

Statewide			
Rank	City	Rank	City
1	Seattle, WA	11	San Jose, CA
2	Portland, OR	12	Oakland, CA
3	Salt Lake City, UT	13	San Diego, CA
4	Los Angeles, CA	14	Chicago, IL
5	Spokane, WA	15	Sacramento, CA
6	Phoenix, AZ	16	Baltimore, MD
7	Las Vegas, NV	17	Minneapolis, MN
8	Reno, NV	18	Dallas, TX
9	San Francisco, CA	19	Kansas City, MO
10	Denver, CO	20	Orlando, FL

Source: US Dept. of Transportation

Much of the discussion that follows in this chapter references some of the major hub airports in the United States. **Figure 4-2** shows the location of major hub airports in the U.S.

Figure 4-1
Idaho Passenger Destinations by U.S. Region (excl. AK and HI), from Ticket Sample

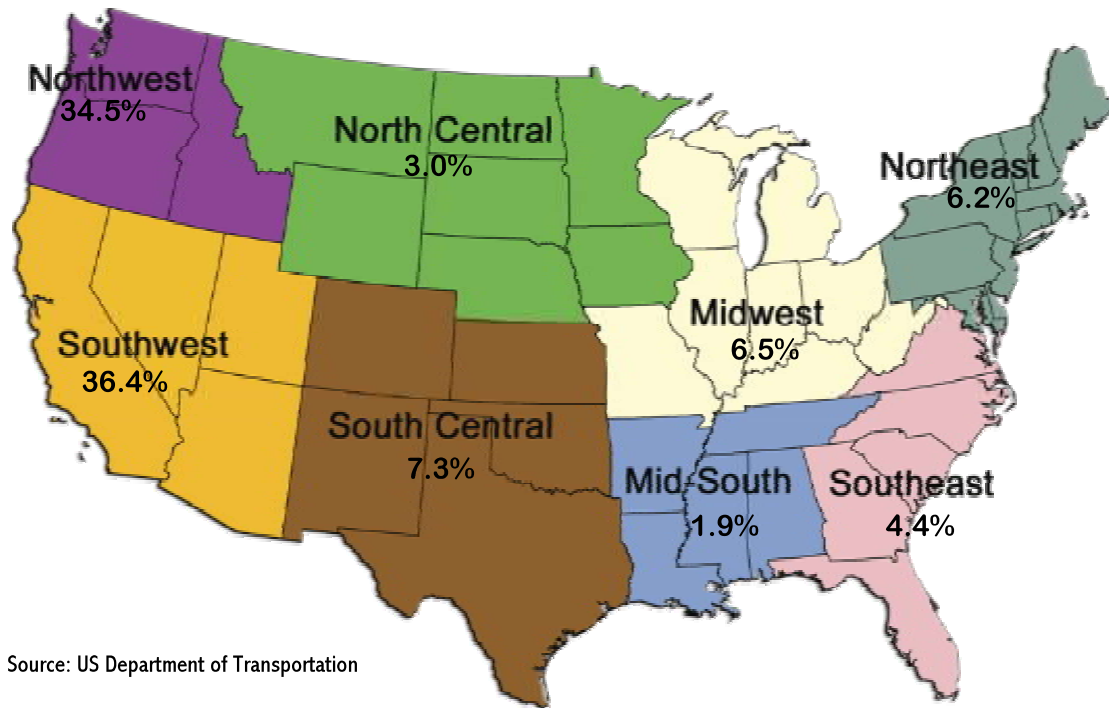
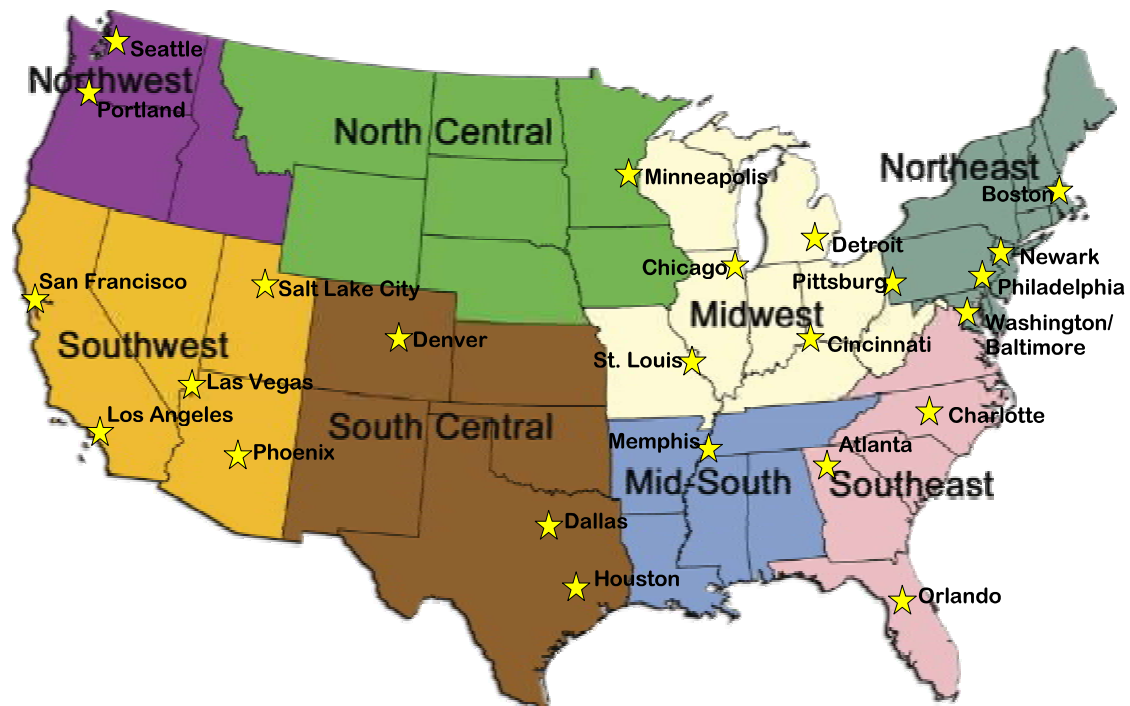


Figure 4-2
Primary U.S. Connecting Hubs



Airport Findings

Boise Air Terminal/Gowen Field

The primary destinations for Boise Air Terminal travelers are in the Southwest and Northwest regions of the country. Air travelers who begin a trip at Boise Air Terminal have destinations in the Northwest 33.2 percent of the time and destinations in the Southwest 37.6 percent (the passenger survey discussed in Chapter 1 found this number to be about 61 percent combined). Cities in the South Central and Midwest regions make up most of the remaining top destinations for Boise air service customers. **Table 4-2** shows the Top 20 travel destinations of Boise's air passengers, and **Table 4-3** shows the regional distribution of all of the destinations for Boise's air travelers. **Figure 4-3** shows Boise Air Terminal's current non-stop route system.

Table 4-2
Top 20 Destinations

Boise Air Terminal/Gowen Field			
Rank	City	Rank	City
1	Seattle, WA	11	San Jose, CA
2	Portland, OR	12	Oakland, CA
3	Salt Lake City, UT	13	San Diego, CA
4	Los Angeles, CA	14	Chicago, IL
5	Spokane, WA	15	Sacramento, CA
6	Phoenix, AZ	16	Baltimore, MD
7	Las Vegas, NV	17	Minneapolis, MN
8	Reno, NV	18	Lewiston, ID
9	San Francisco, CA	19	Dallas, TX
10	Denver, CO	20	Kansas City, MO

Source: US Dept. of Transportation

Table 4-3
Origination and Destination Regions

Boise Air Terminal/Gowen Field			
Region	Passengers	Percent	
Mid South	22150	1.79%	
Midwest	84630	6.82%	
North Central	38440	3.10%	
Northeast	70700	5.70%	
Northwest	411840	33.21%	
South Central	93890	7.57%	
Southeast	51940	4.19%	
Southwest	466490	37.62%	
Total	1240080		

Source: US Dept. of Transportation

Boise's current air service is well-suited for the travel patterns of its consumers. Airlines at the airport provide non-stop flights to thirteen cities in the Southwest and Northwest regions, with service to most major cities in the West. Of the top 20 destinations of Boise air travelers, the airport has direct service to 17. Only Baltimore, Kansas City, and Orlando do not have non-stop service from Boise. All three of these cities are, of course, reachable via a number of connecting hubs that are served from Boise. All of the top markets that are currently without non-stop service are east of Boise; this makes hubs at Chicago, Dallas, Denver, Minneapolis, and Salt Lake City the most logical choices for reaching these three locations. **Table 4-4** provides connecting opportunities via these hubs.

Figure 4-3
Non-Idaho Destinations Served Non-Stop from Boise Air Terminal

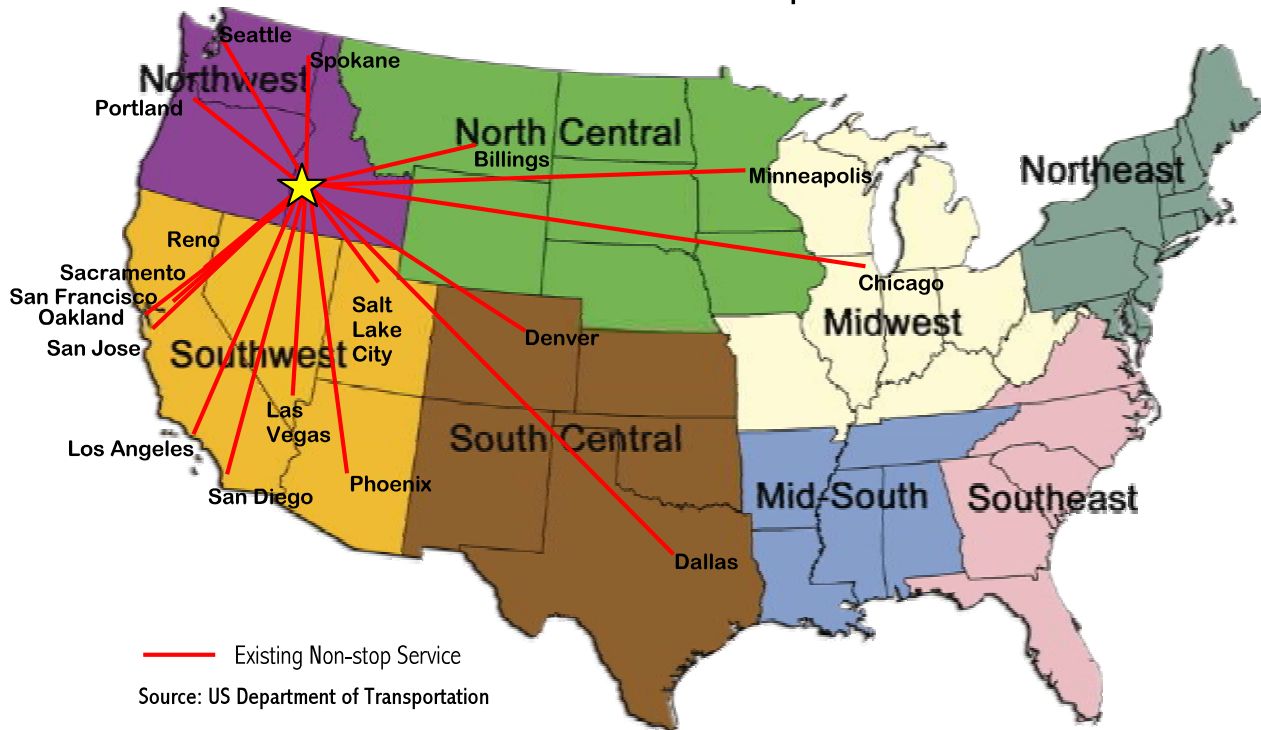


Table 4-4
Connecting Flight Frequencies to Top Destinations
Boise Air Terminal

Connecting Hub	Airline	Number of Daily Non-Stop Departures to		
		Baltimore	Kansas City	Orlando
Chicago	American	4	7	5
	United	7	6	5
Dallas	American	7	9	7
	Delta	0	6	3
Denver	United	5	6	2
	Northwest	4	8	4
Salt Lake City	Delta	0	4	2
	Southwest	1	1	0
	Total Connecting Opportunities	28	47	28

Source: Official Airline Guide, November 2002

As shown in **Table 4-4**, travelers departing Boise Air Terminal via connecting service have a number of choices for reaching their top destinations that do not have non-stop service.

Figure 4-2 presented airports that provide the majority of the nation's connecting airline service. Boise Air Terminal is fortunate in that its carriers now serve a high percentage of these airports. Almost all notable airports in the West currently have non-stop service from Boise. This indicates that further service improvements from Boise Air Terminal could be to airports/hubs in the eastern part of the country.

As shown in **Table 4-3**, almost 13 percent of all passenger trips from Boise Air Terminal are bound for destinations in the Midwest and Northeast. Connecting opportunities at Minneapolis/St. Paul International and at Chicago-O'Hare are most likely currently serving a high percentage of these trips. Hubs at Boston, Newark, Philadelphia, and Baltimore/Washington would be best positioned to serve markets and destinations in the Northeast. Hubs such as Cincinnati, Detroit, and Pittsburgh are well-suited to serve destinations in the Midwest and the Northeast. Traffic from Boise to the Southeast does not appear to be strong enough to support additional non-stop service at this time. Service to new hubs that provide increased connecting opportunities to destinations in both the Midwest and the Northeast appear to be best suited to this market's origination and destination patterns.

Another option for the Boise market would be to pursue a carrier such as AirTran. From its hub in Atlanta, AirTran now provides service to points in the West that include Denver, Las Vegas, and Los Angeles. At some point, as this carrier expands its route structure in the West, Boise may be a potential service point. It is important to note that none of this airport's Top 20 destinations are in the Southeast. This finding supports the conclusion that service to an additional hub providing connecting service to destinations in either the Midwest or Northeast would provide the most logical service enhancement. However, information from the U.S. DOT on Boise Air Terminal indicates that the average load factor (number occupied seats as a proportion of all available seats) for all flights is approximately 55 percent. This average load factor is below the national average for all U.S. airlines. The current average load factor for this airport indicates that demand may not be sufficient in the near term to support additional scheduled airline service.

Idaho Falls Regional Airport

Just as with the State as a whole, the top destination regions for Idaho Falls travelers are cities in the Northwest and Southwest. About 61 percent of Idaho Falls Regional's passengers have destinations in these areas, according to U.S. DOT data (passenger interviews indicate this number to be about 54 percent). However, the distribution of passengers throughout the country is a little different for Idaho Falls originating passengers than for the rest of the State. Travelers beginning a flight at this airport have a higher propensity to travel to destinations in the eastern part of the country. The East Coast (Northeast and Southeast regions) makes up about 18 percent of Idaho Falls' passengers' destinations, as opposed to ten percent for the State as a whole.

The addition of the Midwest region further illustrates the demand for destinations in the East from this airport; combined, these three regions together comprise about 26 percent of Idaho Falls' passengers' destinations, compared to about 17 percent statewide. In terms of individual destination cities, a similar pattern becomes evident, with eight of the top ten destination cities in the Southwest or Northwest regions. The top three destination cities for Idaho Falls' air travelers make up more than one-quarter of all trips from the airport. **Table 4-5** shows the top destination cities for Idaho Falls air passengers. **Table 4-6** shows the regional distribution of top travel destinations for these travelers, and **Figure 4-4** shows this distribution information along with the airport's current route system.

Table 4-5
Top 20 Destinations

Idaho Falls Regional			
Rank	City	Rank	City
1	Salt Lake City, UT	11	Atlanta, GA
2	Seattle, WA	12	Spokane, WA
3	Portland, OR	13	San Jose, CA
4	Los Angeles, CA	14	San Diego, CA
5	Washington DC	15	Chicago, IL
6	Denver, CO	16	Orlando, FL
7	San Francisco, CA	17	Minneapolis, MN
8	Kansas City, MO	18	Dallas, TX
9	Las Vegas, NV	19	Lewiston, ID
10	Phoenix, AZ	20	Sacramento, CA

Source: US Dept. of Transportation

Table 4-6
Origination and Destination Regions

Idaho Falls Regional		
Region	Passengers	Percent
Mid South	3530	3.19%
Midwest	8470	7.65%
North Central	2620	2.37%
Northeast	11580	10.46%
Northwest	33370	30.14%
South Central	8880	8.02%
Southeast	8510	7.69%
Southwest	33750	30.49%
Total	110710	

Source: US Dept. of Transportation

Current non-stop service available to Idaho Falls air travelers is to two destinations: Boise on Horizon Airlines and Salt Lake City on SkyWest Airlines. These two airports offer travelers good connection opportunities, particularly in Salt Lake City, to which SkyWest (operating as Delta Connection) offers nine daily flights. Horizon's service to Boise is more limited, with four weekday flights (three on weekends). From these two airports, Idaho Falls commercial airline passengers have non-stop service to each of their top ten destinations. **Table 4-7** shows the connection opportunities that these two airports provide to the top ten destinations for Idaho Falls' commercial air travelers.

Figure 4-4
Passenger Destinations by U.S. Region and Current Route Map
Idaho Falls Regional Airport

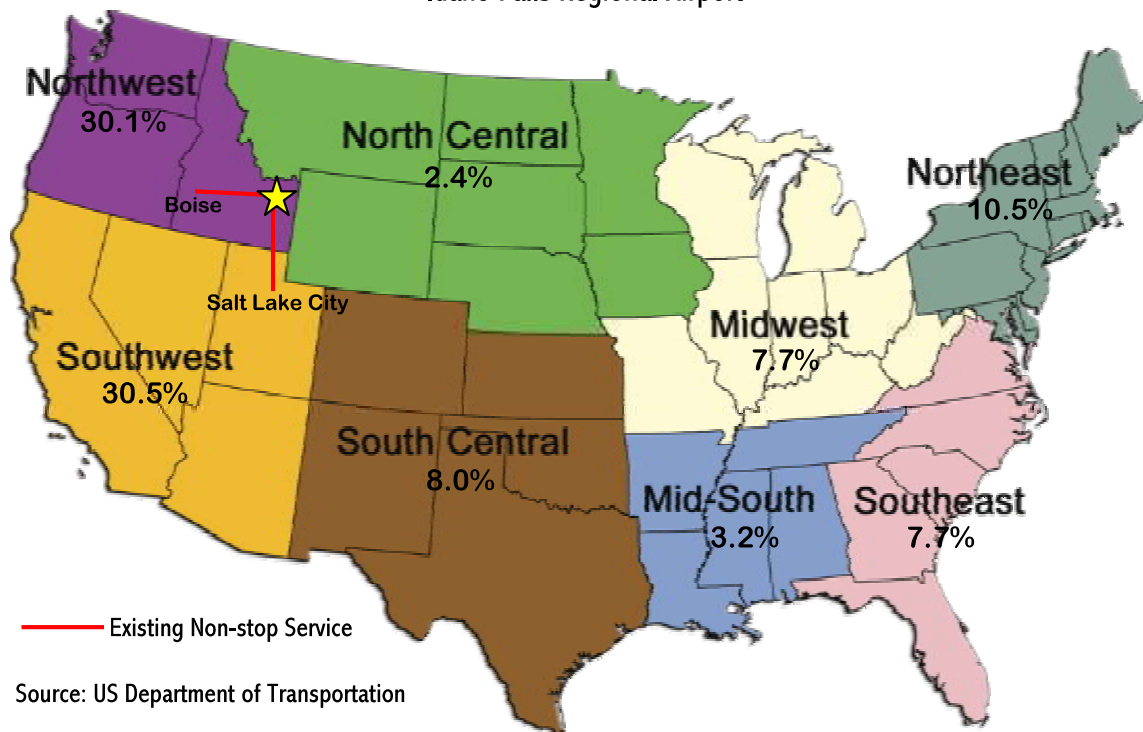


Table 4-7
Connecting Flight Frequencies To Top Destinations
Idaho Falls Regional

Connecting Hub		Number of Daily Non-Stop Departures to								
	Airline	Denver	Kansas City	Las Vegas	Los Angeles	Phoenix	Portland	San Francisco	Seattle	Washington, DC
Boise										
	Alaska/Horizon	1	0	0	2	0	6	0	8	0
	America West	0	0	0	0	2	0	0	0	0
	Delta	0	0	0	2	0	0	0	0	0
	Frontier	2	0	0	0	0	0	0	0	0
	Southwest	0	0	4	5	1	3	0	2	0
	United/United Express	4	0	0	0	0	0	4	0	0
Salt Lake City										
	America West	0	0	0	0	7	0	0	0	0
	Delta/Delta Connection	4	4	6	12	8	6	5	6	2
	Frontier	3	0	0	0	0	0	0	0	0
	Jet Blue	0	0	0	1	0	0	0	0	0
	Southwest	0	1	9	6	7	4	0	3	1
	United/United Express	6	0	0	4	0	0	3	0	0
Total Connecting Opportunities		19	5	19	30	25	13	12	11	3

Source: Official Airline Guide, November 2002. **Bold Face** indicates on-line connection opportunities.

From existing service at Boise and Salt Lake City, Idaho Falls passengers have connections to each of their top destinations. Many of the top destination cities for Idaho Falls Regional correspond with the hub airports depicted in Figure 4-2. Both Portland and Seattle are Top 10 destination markets for Idaho Falls, but with no more than 35 enplaned passengers per day to either of these markets (combined with the probability of carrying a few connecting passengers) the feasibility of attracting non-stop service to either of these two markets in the near term is limited.

If this airport were to attract additional airline service, it would most likely be to a top destination point that could also attract connecting passengers. When discussing potential options for commercial airline service improvements, it is logical to examine the route structures of carriers who now serve the general geographic region. Hubs at either Minneapolis or Denver provide good opportunities for travel to top destinations and points beyond. United Airlines, Denver's major carrier, currently provides service to cities in the Dakotas, Montana, Nebraska, and Wyoming, but offerings to many of these destinations are limited. Northwest Airlines connects some cities in Montana to its hub in Minneapolis. Service to Dallas, the 19th ranked destination, would have the potential to serve other destinations in the South Central, Mid-South, and Southeast regions. Combined, cities in these three regions account for almost 19 percent of Idaho Falls' total originating passengers. While demand for travel to cities in the region appears strong, examples of carriers providing non-stop service from small cities in the Northwest region to Dallas are limited.

Load factor information for this airport indicates that all flights have a combined load factor of 54 percent. On regional carriers, a load factor of 50 percent is considered the minimum needed for financially self-supporting service, unless yields are high. Additional service by an additional carrier could dilute current load factors to the point that current service may no longer be financially feasible.

Lewiston/Nez Perce County Airport

The travel patterns of Lewiston/Nez Perce County's originating passengers are somewhat different from travelers in the rest of the State. About 70 percent of Lewiston's travelers have destinations in the Northwest, according to U.S. DOT data (passenger surveys at the airport show this proportion to be about 63 percent). Another 20 percent travel to destinations in the Southwest. No other region accounts for more than 2.5 percent of Lewiston's air travelers. The distribution of destinations of Lewiston/Nez Perce County's originating passengers is shown in **Table 4-8**. **Figure 4-5** shows this distribution and the current route system from the airport.

The top five destinations for travelers from this market are Seattle, Portland, Los Angeles, Idaho Falls, and Pocatello. (Boise is likely the second most popular destination according to airport management, but since much of the traffic to Boise is connecting traffic, it is not possible to determine accurately what position that destination would occupy.) The airport seems to be used primarily by business travelers, as the top five destinations are cities either the major cities in the Northwest or within Idaho. These travel patterns are not indicative of this market's leisure

travelers, who are more likely driving to Spokane first to take advantage of lower average fares and more carrier choices and destinations. The top 20 destinations for Lewiston/Nez Perce County are shown in **Table 4-9**.

Table 4-8**Top 20 Destinations****Lewiston/Nez Perce County Regional**

Rank	City	Rank	City
1	Seattle, WA	11	San Diego, CA
2	Portland, OR	12	Oakland, CA
3	Los Angeles, CA	13	San Francisco, CA
4	Idaho Falls, ID	14	Minneapolis, MN
5	Pocatello, ID	15	Reno, NV
6	Las Vegas, NV	16	Elko, NV
7	Anchorage, AK	17	Fairbanks, AK
8	Phoenix, AZ	18	Juneau, AK
9	San Jose, CA	19	Salt Lake City, UT
10	Sacramento, CA	20	Denver, CO

Source: US Dept. of Transportation

Table 4-9**Origination and Destination Regions****Lewiston/Nez Perce County**

Region	Passengers	Percent
Mid South	740	1.29%
Midwest	1270	2.21%
North Central	710	1.24%
Northeast	1500	2.61%
Northwest	39710	69.16%
South Central	900	1.57%
Southeast	1130	1.97%
Southwest	11460	19.96%
Total	57420	

Source: US Dept. of Transportation

Current service at Lewiston/Nez Perce County includes about eight flights per day, four to Boise and four to Seattle (three flights to each on weekends) on Horizon Airline's Dash-8s. Since these two cities are reported as the airport's top two destinations, about half of Lewiston/Nez Perce County's passengers can find non-stop service to their final destinations in these cities. Further, Seattle offers connecting opportunities to destinations in the western United States. Once they reach either Boise or Seattle, the combination of Boise's and Seattle's connecting opportunities affords Lewiston travelers non- or one-stop service to 19 of the airport's top 20 destinations.

Most of Lewiston's originating passengers, about 90 percent, travel to destinations west of the Rocky Mountains. Lewiston's current commercial service offers non- or one-stop service to most top destinations of the airport's users, once they have flown to either Boise or Seattle. As noted in Chapters 2 and 3, Lewiston's airport competes with Pullman-Moscow Regional and Spokane International for the area's demand for commercial service. In order to attract some of the demand that the airport currently loses to other airports, it would be necessary for Lewiston/Nez Perce County Airport to differentiate its service offerings. The hub at Seattle/Tacoma International and the regional connections available from Boise allow Lewiston travelers one-stop service to most of the major destination cities in the West. **Table 4-10** shows the connection opportunities available from Seattle and Boise. The table shows that Lewiston airline passengers have several daily connections to all of the airport's top ten destinations. Sacramento, the airport's tenth-most popular destination, has the fewest connecting flights from Seattle on Alaska/Horizon Airlines, with just four daily departures (passengers connecting to Southwest Airlines have another five departure choices to Sacramento). Portland, which is Lewiston's second-most popular destination, has 29 connecting flights each day on Horizon.

Figure 4-5
Passenger Destinations by U.S. Region and Current Route Map
Lewiston/Nez Perce County

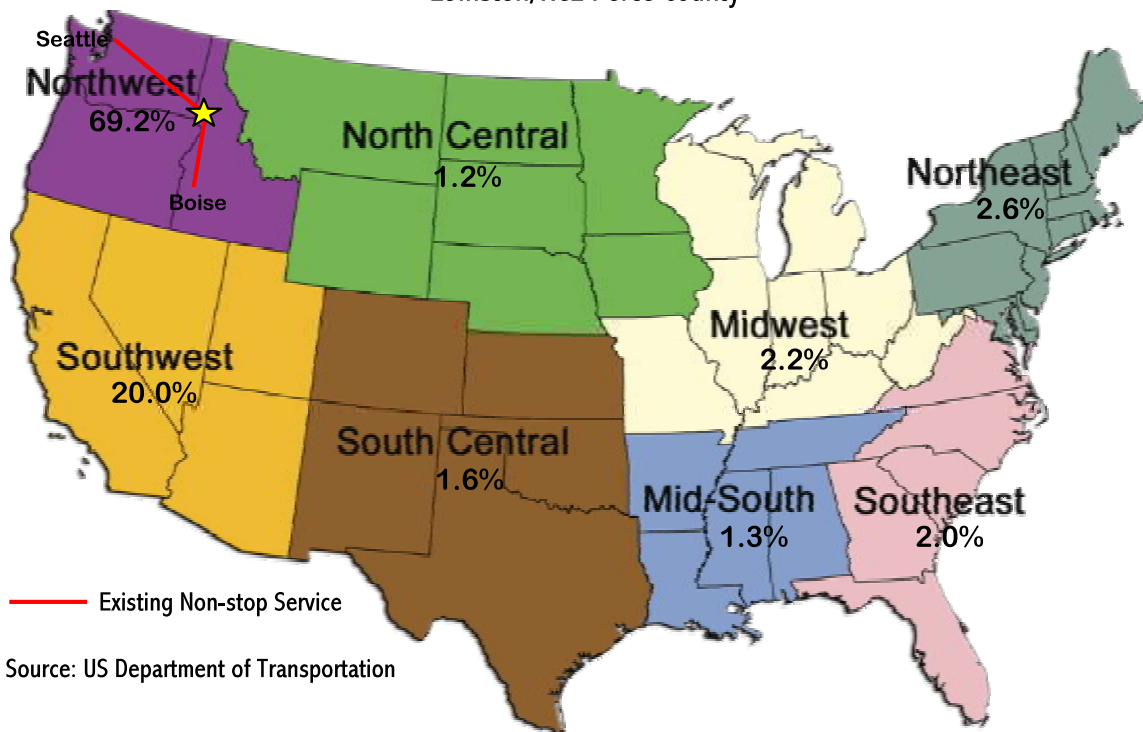


Table 4-10
Connecting Flight Frequencies To Top Destinations
Lewiston/Nez Perce County Regional

Connecting Hub		Number of Daily Non-Stop Departures to								
	Airline	Anchorage	Las Vegas	Los Angeles	Oakland	Phoenix	Portland	Sacramento	San Diego	San Jose
Boise										
	Alaska/Horizon	0	0	2	0	0	6	2	2	2
	America West	0	0	0	0	2	0	0	0	0
	Delta	0	0	2	0	0	0	0	0	0
	Southwest	0	4	5	1	1	3	0	0	0
	United/United Express	0	0	0	0	0	0	0	0	0
Seattle										
	Alaska/Horizon	13	8	26	7	7	29	4	7	8
	America West	0	4	0	0	6	0	0	0	0
	Continental	1	0	0	0	0	0	0	0	0
	National	0	3	0	0	0	0	0	0	0
	Northwest/Northwest Airlink	0	0	14	0	0	0	0	0	0
	Southwest	0	2	0	5	8	0	5	3	4
	United/United Express	<u>1</u>	<u>0</u>	<u>6</u>	<u>0</u>	<u>0</u>	<u>4</u>	<u>0</u>	<u>1</u>	<u>0</u>
Total Connecting Opportunities		15	21	55	13	24	42	11	13	14

Source: Official Airline Guide, November 2002. **Bold Face** indicates on-line connection opportunities.

Even though about 90 percent of Lewiston's passengers fly to destinations in the West, there is still a significant number of passengers who travel to destinations in the East. Currently, this traffic connects through Seattle or Boise.

Lewiston could pursue service to another hub airport with better east-bound connecting traffic. Salt Lake City, the airport's number 19 destination, would provide such connecting opportunities, as would Denver, the number 20 destination. Minimal service implemented to one of these hubs would enable passengers to travel to destinations in the East more efficiently, and allow Lewiston/Nez Perce County Airport to differentiate its service offerings. Efforts to attract such service could be hampered by the fact that the airport's flights currently operate at about a 44 percent load factor, somewhat lower than the State average of 52 percent. Some consolidation of existing flight frequency could be needed in order for new service to be successful. Current load factors are not indicative of an airport that can readily support additional service. Load factors in excess of 50 percent are generally needed for service on regional carriers to be profitable, unless yields are high.

Pocatello Regional Airport

The most popular destination regions for travelers beginning flights at Pocatello Regional are the same as for the State, with about 73 percent of passengers destined for locations in the Northwest or Southwest, according to U.S. DOT data. The passenger survey discussed in Chapter 1 shows this number to be about 68 percent. However, passengers using Pocatello Regional have a higher proportion of destinations in the Northwest versus the Southwest. The five most popular destinations for Pocatello air travelers are Salt Lake City, Seattle, Portland, Spokane, and Lewiston; these five destinations constitute trips by about 17,400 originating passengers of the airport's total of 46,900 annual enplanements. **Table 4-12** shows the airport's regional destination statistics, and **Figure 4-6** shows the same information along with a current map of non-stop routes from the airport.

Current service at Pocatello Regional includes eight non-stop flights to two destinations on two carriers. Horizon Airlines provides service on three daily non-stop flights on Dash-8 aircraft to Boise, while SkyWest Airlines provides five daily departures to Salt Lake City on Embraer 120 aircraft. Salt Lake City is the most popular destination of Pocatello air travelers. Boise and especially Salt Lake City also provide good connecting opportunities, and the schedule of flights from Pocatello coincides well with those airports' connecting flights.

Table 4-11
Top 20 Destinations
Pocatello Regional

Rank	City	Rank	City
1	Salt Lake City, UT	11	Phoenix, AZ
2	Seattle, WA	12	Minneapolis, MN
3	Portland, OR	13	Sacramento, CA
4	Spokane, WA	14	Dallas, TX
5	Lewiston, ID	15	Anchorage, AK
6	Los Angeles, CA	16	Idaho Falls, ID
7	Denver, CO	17	Las Vegas, NV
8	San Jose, CA	18	San Diego, CA
9	Kansas City, MO	19	Atlanta, GA
10	San Francisco, CA	20	Washington DC

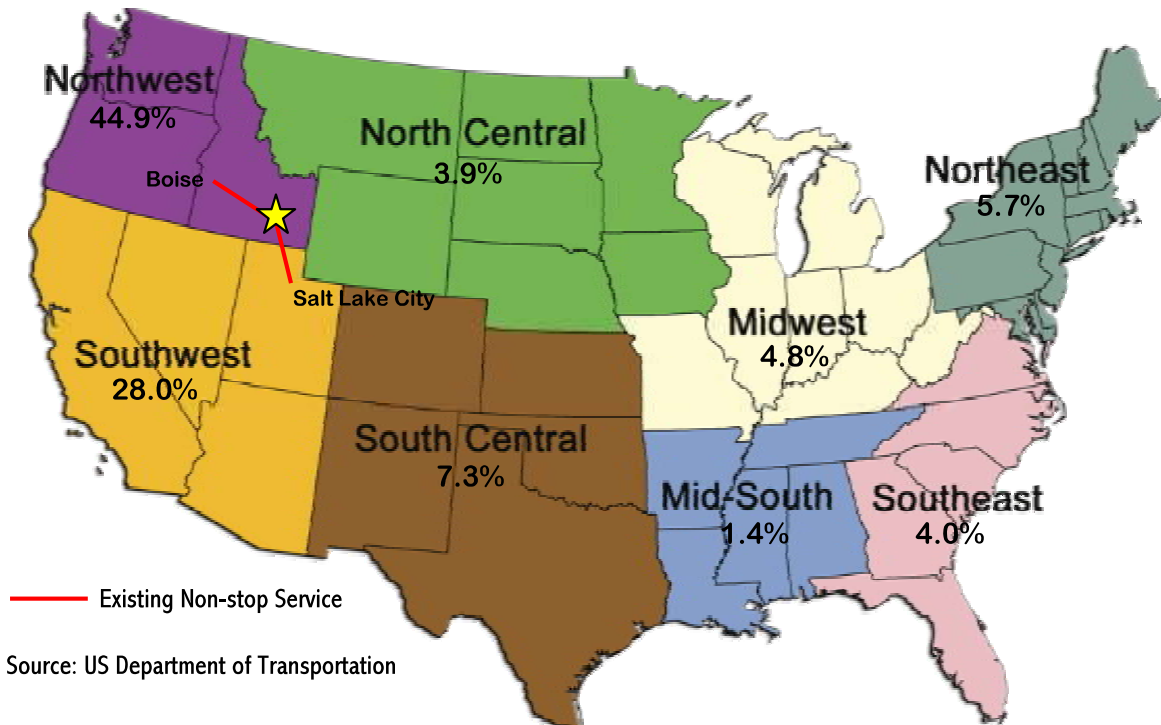
Source: US Dept. of Transportation

Table 4-12
Origination and Destination Regions
Pocatello Regional

Region	Passengers	Percent
Mid South	610	1.42%
Midwest	2040	4.75%
North Central	1640	3.82%
Northeast	2460	5.73%
Northwest	19280	44.90%
South Central	3140	7.31%
Southeast	1730	4.03%
Southwest	12040	28.04%
Total	42940	

Source: US Dept. of Transportation

Figure 4-6
Passenger Destinations by U.S. Region and Current Route Map
Pocatello Regional



Source: US Department of Transportation

As discussed in the previous chapter, Pocatello Regional competes with Idaho Falls Regional for many of the same passengers. Currently, the airports at Pocatello and Idaho Falls offer similar

service with similar frequencies. Additionally, over the last ten years, average one-way fares at the airports have differed by no more than \$22, and in many years identical fares have been offered. The airport currently has non-stop service to Boise and Salt Lake City, both of which offer good connecting service to most major cities in the West. Neither of these airports offers extensive service to eastern parts of the country, where about 16 percent of Pocatello's travelers are destined each year. Hub activity at Denver International would allow Pocatello air passengers more opportunities to connect to destinations in central and eastern parts of the nation. Denver is also number seven on Pocatello's list of top destinations. Review of statistics for this market shows that all departing flights are reporting an average load factor of 34 percent. Yields in this market are sufficient to make this load factor on existing service profitable.

Table 4-13
Connecting Flight Frequencies To Top Destinations
Pocatello Regional

<u>Connecting Hub</u>	Number of Daily Non-Stop Departures to								
	<u>Airline</u>	<u>Denver</u>	<u>Kansas City</u>	<u>Lewiston</u>	<u>Los Angeles</u>	<u>Portland</u>	<u>San Francisco</u>	<u>San Jose</u>	<u>Spokane</u>
Boise									
	Alaska/Horizon	1	0	4	2	6	0	2	2
	Delta	0	0	0	2	0	0	0	0
	Frontier	2	0	0	0	0	0	0	0
	Southwest	0	0	0	5	3	0	0	3
	United/United Express	4	0	0	0	0	4	0	0
Salt Lake City									
	Delta/Delta Connection	4	4	0	12	6	5	5	5
	Frontier	3	0	0	0	0	0	0	0
	Jet Blue	0	0	0	1	0	0	0	0
	Southwest	0	1	0	6	4	0	1	1
	United/United Express	<u>6</u>	<u>0</u>	<u>0</u>	<u>4</u>	<u>0</u>	<u>3</u>	<u>0</u>	<u>0</u>
Total Connecting Opportunities		20	5	4	32	19	12	8	11

Source: Official Airline Guide, November 2002. **Bold Face** indicates on-line connection opportunities.

Pullman-Moscow Regional Airport

Almost two-thirds of Pullman-Moscow Regional's reported passenger destinations are in the Northwest. Combined with the Southwest region, about 88 percent of Pullman's passengers (according to both USDOT data and the passenger survey in Chapter 1) have final destinations west of the Rocky Mountains. The top five destinations from Pullman-Moscow Regional are Seattle, Portland, Los Angeles, Anchorage, and San Francisco. **Table 4-14** shows the top 20 destinations for Pullman-Moscow Regional's passengers. **Table 4-15** lists regional destination data for Pullman-Moscow Regional, and **Figure 4-7** shows a map of this regional destination data as well as the airport's current route map.

Pullman-Moscow Regional currently has one carrier, Horizon Airlines, which offers service on Dash-8 aircraft on four daily flights to Seattle, the only non-stop destination served from the airport. These four flights are timed to meet with Seattle's connection banks.

Table 4-14
Top 20 Destinations
Pullman/Moscow Regional

<u>Rank</u>	<u>City</u>	<u>Rank</u>	<u>City</u>
1	Seattle, WA	11	Eugene, OR
2	Los Angeles, CA	12	Las Vegas, NV
3	Portland, OR	13	Bellingham, WA
4	Anchorage, AK	14	Washington DC
5	San Francisco, CA	15	Tucson, AZ
6	San Jose, CA	16	Juneau, AK
7	San Diego, CA	17	Minneapolis, MN
8	Oakland, CA	18	Chicago, IL
9	Phoenix, AZ	19	Fairbanks, AK
10	Sacramento, CA	20	Detroit, MI

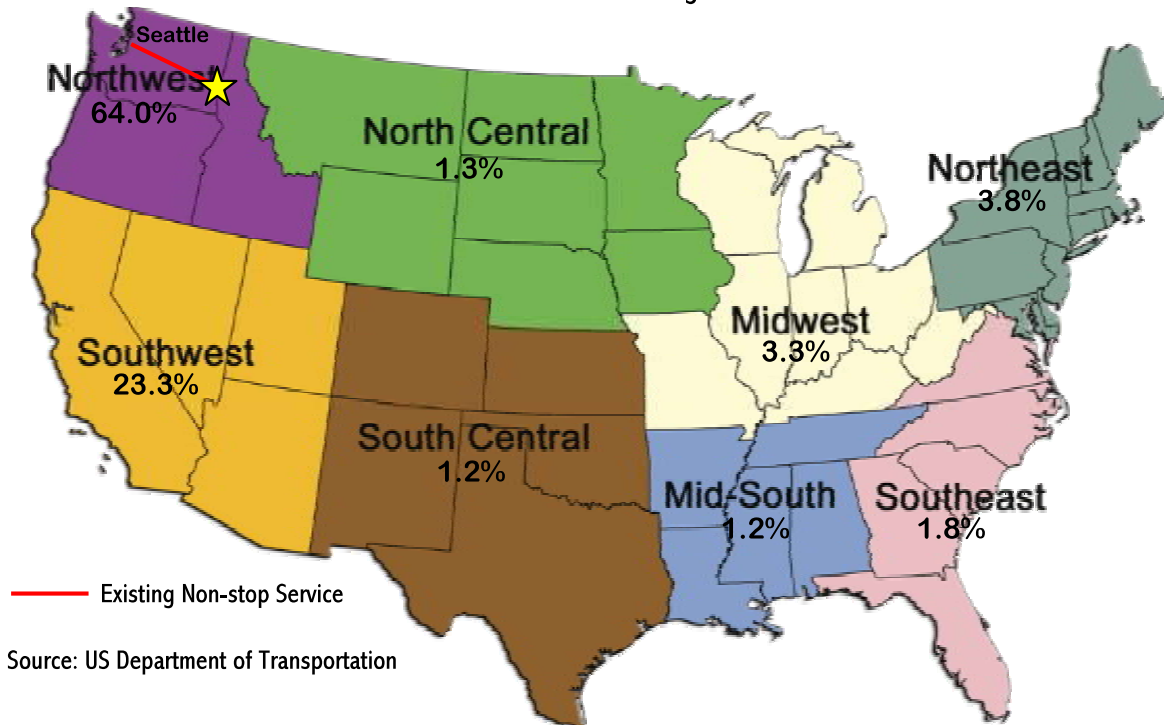
Source: US Dept. of Transportation

Table 4-15
Origination and Destination Regions
Pullman-Moscow Regional

<u>Region</u>	<u>Passengers</u>	<u>Percent</u>
Mid South	310	1.18%
Midwest	870	3.32%
North Central	350	1.33%
Northeast	1000	3.81%
Northwest	16800	64.05%
South Central	310	1.18%
Southeast	470	1.79%
Southwest	6120	23.33%
Total	26230	

Source: US Dept. of Transportation

Figure 4-7
Passenger Destinations by U.S. Region and Current Route Map
Pullman-Moscow Regional



Since Pullman-Moscow's top destinations are almost exclusively in the Northwest and Southwest regions, its service to the major hub at Seattle/Tacoma International helps to meet travelers' needs. **Table 4-16** shows that passengers from Pullman-Moscow can reach their top ten destinations on one-stop service through Seattle. However, about ten percent of passenger traffic from Pullman-Moscow is destined for cities in the eastern part of the country. Given the airport's location and current carrier route structures, the most likely candidate for new service from Pullman-Moscow would be to Salt Lake City. Boise service would be another option, but service to Boise on Horizon would be more or less duplicative of service choices now available in Seattle.

Given the average load factor in this market of 34 percent, the feasibility of attracting new service in the near term is dampened. As previously noted, most regional carriers require load factors exceeding 50 percent to operate profitably. Since some flights to and from the market are "tagged" with flights serving the Lewiston market, the average load factor of 34 percent may be understated somewhat. In addition, yields may be such that carriers are operating profitably with lower load factors.

Table 4-16
Connecting Flight Frequencies To Top Destinations
Pullman-Moscow Regional

<u>Connecting Hub</u>		Number of Daily Non-Stop Departures to									
<u>Airline</u>	<u>Anchorage</u>	<u>Los</u>	<u>Oakland</u>	<u>Phoenix</u>	<u>Portland</u>	<u>Sacramento</u>	<u>San</u>	<u>San</u>	<u>San</u>		
		<u>Angeles</u>					<u>Diego</u>	<u>Francisco</u>	<u>Jose</u>		
Seattle											
Alaska/Horizon	13	26	7	7	29	4	7	9	8		
America West	0	0	0	6	0	0	0	0	0		
Continental	1	0	0	0	0	0	0	0	0		
Northwest/Northwest Airlink	0	14	0	0	0	0	0	6	0		
Southwest	0	0	5	8	0	5	3	0	4		
United/United Express	<u>1</u>	<u>6</u>	<u>0</u>	<u>0</u>	<u>4</u>	<u>0</u>	<u>1</u>	8	<u>0</u>		
Total Connecting Opportunities	15	46	12	21	33	9	11	23	12		

Source: *Official Airline Guide*. **Bold Face** indicates on-line connection opportunities.

Friedman Memorial Airport (Sun Valley)

Friedman Memorial Airport's passengers have reported travel patterns that are somewhat different from the rest of the State. The primary destination region for travelers from this location is in the Southwest, where over 42 percent of passengers have destinations. Another 26 percent of Sun Valley air passengers have destinations throughout the Northwest region. The West regions combined for 68 percent of destinations according to the U.S. DOT, while the passenger survey from Chapter 1 shows the two regions make up 52 percent of destinations. In addition, Friedman Memorial's passengers have a relatively high amount of destination traffic in the Northeast, where about 13 percent of the airport's travelers have final destinations. This proportion of traffic to the Northeast is about twice that of the State as a whole. The top five reported destinations of Sun Valley air travelers are Seattle, Los Angeles, Salt Lake City, New York City, and San Francisco. The top 20 destinations of passengers at Friedman Memorial are shown in **Table 4-16**. Friedman Memorial passenger's regional travel patterns are shown in **Table 4-17**. **Figure 4-8** shows these same data, along with a current route map of non-stop destinations from the airport.

Table 4-16

Top 20 Destinations

Friedman Memorial (Sun Valley)

Rank	City	Rank	City
1	Seattle, WA	11	Las Vegas, NV
2	Los Angeles, CA	12	Atlanta, GA
3	Salt Lake City, UT	13	Washington, DC
4	New York, NY	14	Dallas, TX
5	San Francisco, CA	15	Chicago, IL
6	San Diego, CA	16	Sacramento, CA
7	Portland, OR	17	Phoenix, AZ
8	San Jose, CA	18	Minneapolis, MN
9	Boston, MA	19	Albuquerque, NM
10	Denver, CO	20	Orlando, FL

Source: US Dept. of Transportation

Table 4-17

Origination and Destination Regions

Friedman Memorial (Sun Valley)

Region	Passengers	Percent
Mid South	910	1.60%
Midwest	2350	4.13%
North Central	1010	1.78%
Northeast	7310	12.85%
Northwest	14650	25.75%
South Central	3340	5.87%
Southeast	3220	5.66%
Southwest	24110	42.37%
Total	56900	

Source: US Dept. of Transportation

Friedman Memorial currently has service from two carriers to four destinations. The airport's dominant carrier is SkyWest, which operates nine flights per day to Salt Lake City on Embraer 120 aircraft. Horizon Airlines operates from the airport as well, using Dash-8 aircraft. Horizon provides service to three destinations, Seattle, Boise, and Los Angeles, with one daily departure to each. The Boise and Los Angeles service was instituted in December of 2002.

Friedman Memorial serves a high volume of recreational and leisure travelers. Many of the destinations reported above are most likely those of vacationers. The Los Angeles service recently introduced by Horizon at the airport is a good fit with the market's reported destination patterns. Los Angeles destinations (including other locations in and near the city) account for the second

most popular destination for travelers that use the airport. The service to Los Angeles International also provides an international gateway.

As discussed in Chapter 3, parts of Friedman Memorial's market area overlap with those of Boise Air Terminal and Joslin Field at Twin Falls. Currently, this airport has service to three major hubs at Los Angeles International, Salt Lake City International, and Seattle/Tacoma International Airports, and a regional hub at Boise Air Terminal. These hubs provide travelers at Friedman Memorial with excellent connection opportunities throughout the West (**Table 4-18** shows connection opportunities from these hubs).

As shown in **Table 4-17** and **Figure 4-8**, about one-third of the traffic at Friedman Memorial has destinations outside of the Northwest and Southwest regions. This east-bound traffic could make a hub in the North-Central or South Central regions a logical choice for future service improvements. Service to Denver or Dallas would satisfy such traffic and provide for connecting flights to other destinations in those regions. Also, since cities in the Southwest region (and California in particular) account for many of the airport's destinations, another flight to serve those destinations would also be desirable for the airport. San Francisco, San Diego, and San Jose are cities that appear in the Top 10 destinations for the airport. Flights from this airport are operating at a reported average load factor of about 44 percent. It is again likely that load factors on existing flights may need to increase before additional/supplemental service by a new or existing carrier would be considered; but it is also possible that current yields in this market are sufficient at the reported load factor.

Figure 4-8
Passenger Destinations by U.S. Region and Current Route Map
Friedman Memorial (Sun Valley)

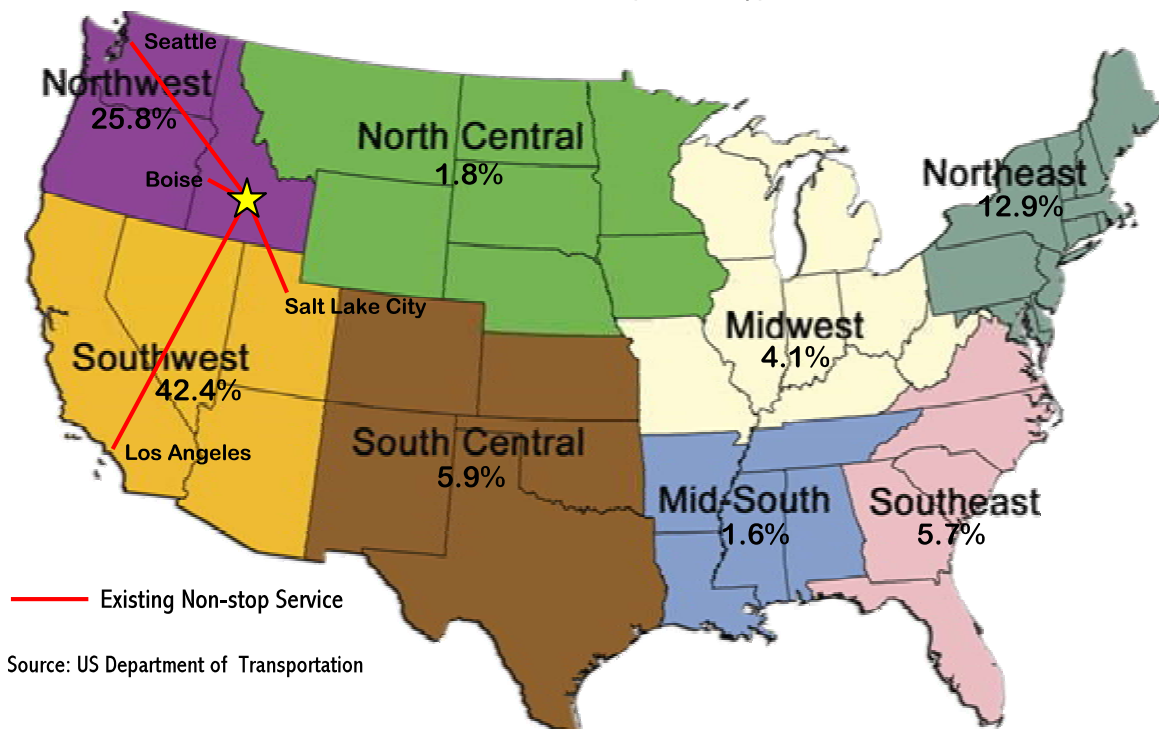


Table 4-18
Connecting Flight Frequencies To Top Destinations
Friedman Memorial (Sun Valley)

<u>Connecting Hub</u>		<u>Number of Daily Non-Stop Departures to</u>						
	<u>Airline</u>	<u>Boston</u>	<u>Denver</u>	<u>New York</u>	<u>Portland</u>	<u>San Diego</u>	<u>San Francisco</u>	<u>San Jose</u>
Boise								
	Alaska/Horizon	0	1	0	6	2	0	2
	Delta	0	0	0	0	0	0	0
	Frontier	0	2	0	0	0	0	0
	Southwest	0	0	0	3	0	0	0
	United/United Express	0	4	0	0	0	4	0
Los Angeles								
	Alaska/Horizon	0	3	0	5	0	15	0
	American	4	3	16	0	26	14	7
	Continental	0	0	9	0	0	0	0
	Frontier	0	4	0	0	0	0	0
	Southwest	0	0	0	0	0	17	0
	Northwest/Northwest Airlink	0	0	0	4	0	0	12
	United/United Express	4	11	14	5	30	31	7
Salt Lake City								
	Delta/Delta Connection	3	4	5	6	4	5	5
	Frontier	0	3	0	0	0	0	0
	Jet Blue	0	0	2	0	0	0	0
	Southwest	0	0	0	4	3	0	1
	United/United Express	0	6	0	0	1	3	0
Seattle								
	Alaska/Horizon	2	3	2	29	7	9	8
	American	2	0	2	0	0	0	0
	America West	0	0	1	0	0	0	0
	Continental	0	0	5	0	0	0	0
	Delta/Delta Connection	0	1	1	0	0	0	0
	Frontier	0	3	0	0	0	0	0
	Jet Blue	0	0	1	0	0	0	0
	Northwest/Northwest Airlink	0	3	2	0	0	6	0
	Southwest	0	0	0	0	3	0	4
	United/United Express	<u>0</u>	<u>8</u>	<u>1</u>	<u>4</u>	<u>1</u>	8	<u>0</u>
Total Connecting Opportunities		15	59	61	66	77	112	46

Source: *Official Airline Guide*. **Bold Face** indicates on-line connection opportunities.

Joslin Field/Magic Valley Regional Airport (Twin Falls)

About 55 percent of travelers using Joslin Field reportedly travel to destinations in the Southwest region, according to USDOT data. The second most popular destination region for passengers from this market is in the South-Central region. Compared to the rest of Idaho, Twin Falls travelers have destinations in the Northwest far less often, just 8.1 percent of the time, compared to 33.2 percent for the rest of the State. The top five reported destinations for Joslin Field passengers are Salt Lake City, Los Angeles, Denver, Las Vegas, and Seattle. **Table 4-19** shows the top 20 destinations for Twin Falls passengers, as reported by the U.S. Department of Transportation. **Table 4-20** shows the regional distribution of passengers that begin flights at Joslin Field. **Figure 4-9** shows the same information graphically with a current route map for the airport. It is worth noting that given the market's proximity to Boise Air Terminal, many travelers may drive to Boise to originate a flight when their final travel destination is in the Northwest. This may account for the reported destination patterns for this region being below the State average.

Table 4-19

Top 20 Destinations

Joslin Field/Magic Valley Regional (Twin Falls)

Rank	City	Rank	City
1	Salt Lake Intl UT	11	Minneapolis, MN
2	Los Angeles, CA	12	Chicago, IL
3	Denver, CO	13	Fresno, CA
4	Las Vegas, NV	14	Atlanta, GA
5	Seattle, WA	15	Dallas, TX
6	Portland, OR	16	Kansas City, MO
7	San Diego, CA	17	Albuquerque, NM
8	San Francisco, CA	18	Spokane, WA
9	Sacramento, CA	19	Boston, MA
10	Phoenix, AZ	20	Omaha, NE

Source: US Dept. of Transportation

Table 4-20

Origination and Destination Regions

Joslin Field/Magic Valley (Twin Falls)

Region	Passengers	Percent
Mid South	610	2.37%
Midwest	1600	6.23%
North Central	1460	5.68%
Northeast	1600	6.23%
Northwest	2090	8.14%
South Central	2640	10.28%
Southeast	1590	6.19%
Southwest	14100	54.89%
Total	25690	

Source: US Dept. of Transportation

Joslin Field/Magic Valley Regional is served by one airline to one destination. SkyWest offers five daily flights to Salt Lake City on Embraer 120 aircraft. This service enables travelers to feed into Delta's route system and reach most destinations in the Southwest region, as well as many destinations in the eastern United States.

Connecting opportunities to Joslin Field's top 10 destinations are shown on **Table 4-21**. Passengers at Twin Falls' airport can travel on non- or one-stop service to all of their top 10 destinations. As noted in Chapters 2 and 3, Twin Falls loses originating passengers in its market area to Boise and to other competing airports. In order to reduce passenger diversion, service improvements are desirable. The South-Central region is the airport's second-most popular destination region, and Denver represents the third-most popular destination for Twin Falls travelers. Service to this airport would enable passengers to enter United Airlines' route system.

This market could also be a candidate for direct service on Horizon to Seattle, the market's fifth-most popular travel destination.

Average load factor information for this market shows that carriers are flying at a 60 percent load. This finding indicates that this market could be a candidate for one of the following actions:

- Increased flight frequency to Salt Lake City
- Larger aircraft (regional jets) to Salt Lake City
- Service by a second carrier to a second hub

The airport is currently working to secure service to Boise on Big Sky and to replace one of its turboprop flights to Salt Lake City with a regional jet which would overnight at the airport.

Figure 4-9
Passenger Destinations by U.S. Region and Current Route Map
Joslin Field/Magic Valley Regional Airport

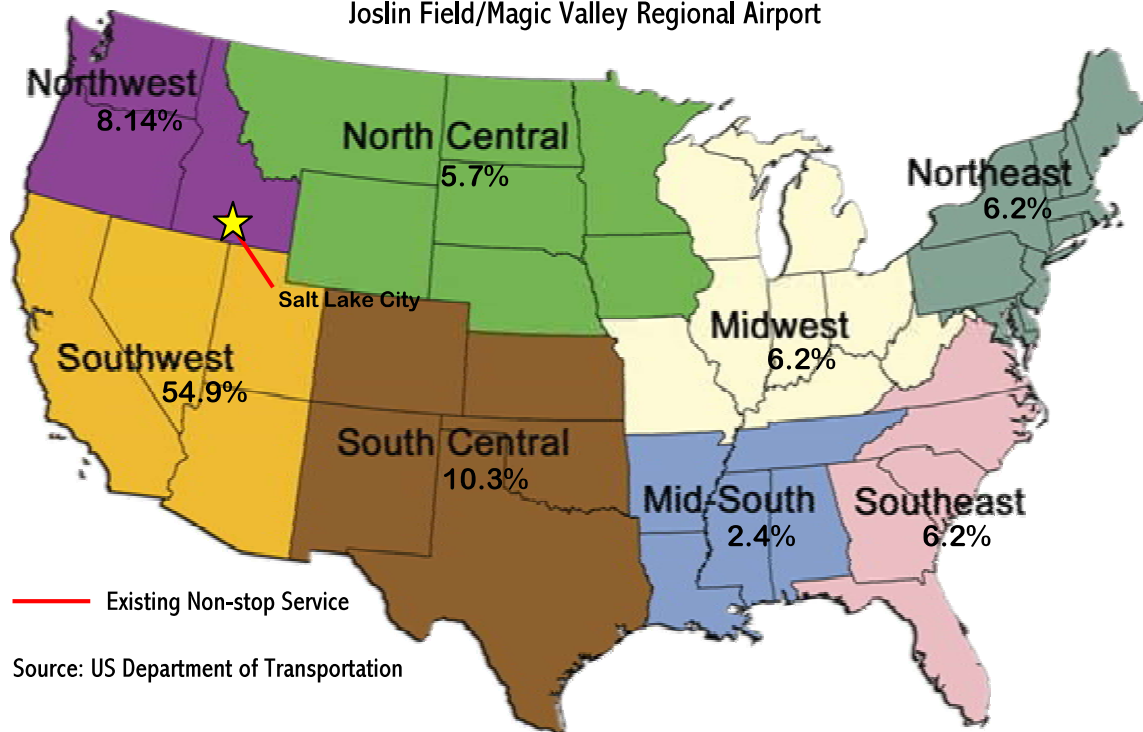


Table 4-21
Connecting Flight Frequencies To Top Destinations
Joslin Field/Magic Valley Regional (Twin Falls)

<u>Connecting Hub</u>		Number of Daily Non-Stop Departures to								
<u>Airline</u>	<u>Denver</u>	<u>Las Vegas</u>	<u>Los Angeles</u>	<u>Phoenix</u>	<u>Portland</u>	<u>Sacramento</u>	<u>San Diego</u>	<u>San Francisco</u>	<u>Seattle</u>	
Salt Lake City										
America West	0	0	0	7	0	0	0	0	0	
Delta/Delta Connection	4	6	12	8	6	4	4	5	6	
Frontier	3	0	0	0	0	0	0	0	0	
Jet Blue	0	0	1	0	0	0	0	0	0	
Southwest	0	9	6	7	4	0	3	0	3	
United/United Express	<u>6</u>	<u>0</u>	<u>4</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>3</u>	<u>0</u>	
Total Connecting Opportunities	13	15	23	22	10	4	8	8	9	

Source: *Official Airline Guide*. **Bold Face** indicates on-line connection opportunities.

Fleet Mix and Service Comparisons

With the exception of Boise Air Terminal, Idaho's commercial service airports are served by two airlines. Horizon Airlines provides service at the airports serving Idaho Falls, Lewiston, Pocatello, Pullman-Moscow, and Sun Valley. SkyWest Airlines provides service to Idaho Falls, Pocatello, Sun Valley, and Twin Falls airports.

Horizon serves Idaho markets with the DeHavilland Dash-8 and Dash-8/400 aircraft; these aircraft have 34- and 66-seat capacities, respectively. Systemwide, Horizon operates 41 Dash-8 aircraft, six Fokker F28s and ten Canadair CRJ700s. As of the most current available information, Horizon had on order 27 new CRJ700s. Some of these aircraft on order could be used for route expansion; other newer aircraft would be used to replace older Dash-8 and F28 aircraft in the Horizon fleet.

Similarly, SkyWest served Idaho with the Embraer 120 turboprop aircraft; this aircraft seats 31 passengers. SkyWest also uses, on a more limited basis, the CRJ aircraft to serve Idaho Falls. Systemwide, SkyWest operates 79 Embraer 120 aircraft from its hub in Salt Lake City, as well as 50 Canadair CRJ regional jets. According to the most recent available data, the airline had orders for 90 additional CRJ aircraft. These planes carry almost 40 percent more passengers than the Embraer equipment.

Almost all airports are interested in improving their scheduled commercial airline service. To this end, several of the Idaho airports have undertaken local air service studies and other efforts to both sustain and improve their airline service. Many challenges face the nation's commercial airlines; and we are almost certainly at a point in the industry where unprecedented change may be soon forthcoming. One of the objectives of this Air Passenger Demand Study was to provide the Idaho airports with information that would help them to plan for their future air service needs. Certainly, it is the recommendation of this study that all Idaho communities should work to insure

the economic viability of their current commercial airline service before they pursue new or additional service.

Service Comparisons

Many cities across the Western U.S. are comparable to cities in Idaho in terms of air service demand. A comparison of these cities and the air service options offered at their airports is of value to Idaho's commercial airports. The following discussions provide a frame of reference for Idaho's airports to analyze their current service offerings and to consider future service enhancements.

Idaho Falls. Cities similar to Idaho Falls include Grand Junction, Colorado and Great Falls, Montana. Grand Junction served about 108,000 enplanements in 2001, compared to Idaho Falls' 118,000. Great Falls served about 124,000 enplanements the same year. Commercial air service for these two cities is presented in **Table 4-22**. Of note in these cities is the mix of regional jet and turboprop aircraft and the number of carriers and flights available.

Idaho Falls Regional has five flights daily on SkyWest 50-seat CRJ regional jets, four on SkyWest 31-seat Embraer EMB120 turboprops, and four flights daily on Horizon Dash-8 turboprops (either 37-seat Dash-8s or 66-seat Dash-8/400s), for a total of 13 flights. Grand Junction has 17 flights on four airlines and Great Falls has 15 flights on five airlines, both with a mix of jet and turboprop aircraft. Idaho Falls non-stop service is to just two destinations, while Grand Junction offers service to three and Great Falls to seven. Several conclusions can be drawn from the information presented in Table 4-22. With slightly fewer enplaned passengers, the airport serving Grand Junction, Colorado has somewhat similar service, particularly in terms of airline fleet mix, to the airline service at Idaho Falls. One noted exception is that Grand Junction has service to 3 as opposed to 2 airline hubs.

With only slightly more enplanements, the airport at Great Falls, Montana, has notably different service. Airlines providing service to Great Falls connect passengers to 5 different hub airports. In addition, both Delta and Northwest continue to operate large commercial jets in this market. It is important to note that both of these flights on mainline jets are "tagged" or shared with another city. Combined passenger loads from two markets are most likely needed to insure profitability on these larger aircraft.

While Idaho Falls passengers could consider driving to Boise or Salt Lake for alternative service, driving times from Great Falls to either of these two alternatives would be significantly longer. Lack of larger airport competition explains the "better" service at Great Falls, despite the fact that this airport has only a slightly higher number of annual enplanements.

Current flight schedules and annual enplanement levels for the Idaho Falls airport indicate that flights from this airport now operate, on average, over 54 percent full. This type of average load factor typically indicates an airport may be able to support increased service either in the form of additional service to a new hub, increased flight frequency to an existing hub or larger aircraft on

an existing route. At a minimum, 3 daily round trips are typically needed to make service attractive to potential customers. For comparative purposes, additional service (similar to Grand Junction on Mesa) was reviewed. With 3 new daily round trips on a 37-seat Dash-8, the average load factor for all flights would fall below 50 percent. This finding indicates that this market may not have the potential to support 3 additional roundtrips on Dash-8 aircraft either to an existing or a new hub.

Another option might be to introduce larger aircraft on the airport's existing service to Salt Lake. This service is currently a mix of 4 31-seat turboprops and 5 regional jets. However, if the airport were served by an all regional jet fleet at 9 flights per day, the average load factor would fall to about 47 percent.

Table 4-22
Air Service Comparisons
Idaho Falls Regional

<u>City and Enplanements</u>	<u>Airline</u>	<u>Equipment (T: Turboprop, J: Jet)</u>	<u>Average Daily Departures</u>	<u>Destination</u>
Grand Junction, CO, 108,420				
	Mesa	Dash-8 (T)	4	Phoenix
	SkyWest	Embraer EMB-120 (T)/Canadair CRJ (J)	5/1	Salt Lake City
	United Express/Air Wisconsin	Dornier 328 (T)	1	Denver
	United Express/SkyWest	Embraer EMB-120 (T)	6	Denver
Great Falls, MT, 124,220				
	Big Sky	Swearingen Metro (T)	3	Billings/Spokane
	Delta	Boeing 737-300 (J)	2	Helena/Salt Lake City
	Horizon	Dash-8 400 (T)	4	Helena/Seattle
	Northwest	McDonnell-Douglas DC9 (J)	4	Kalispell/Minneapolis
	SkyWest	Canadair CRJ (J)	2	Salt Lake City

Source: *Official Airline Guide, November 2002*

Lewiston/Nez Perce County Regional. Lewiston's airport served about 61,000 enplanements in 2001, all on Horizon Dash-8 or Dash-8/400 turboprop aircraft, with an average of eight flights per day. An example of a similar-sized airport (in terms of enplanements) is found in Casper, Wyoming, which served about 58,000 originating passengers in 2001. However, unlike Lewiston, Casper was served by three airlines, with 13 flights per day on a mix of turboprop and jet aircraft. In addition, Horizon's service from Lewiston/Nez Perce County was to two destinations, compared to four at Casper. **Table 4-23** shows the details of Casper's service.

Currently, the average load factor at Lewiston/Nez Perce County is 44 percent on Horizon's turboprop aircraft. Typically, carriers must be approaching at least a 50 percent load factor for profitability, unless yields are high. For regional jets, this average break-even load factor is nearer to 60 percent. As noted, Horizon's fleet acquisition plans call for the purchase of 70 seat regional jets, although the airline has not indicated whether and when Lewiston will be served by the new RJ.

The airport's current enplanement level of 61,000 would support, at roughly a 60 percent load factor, 4 departures per day on a 70 seat regional jet. This number of daily departures would be down notably from the current level of 8 per day.

If larger 70 seat regional jets are ultimately introduced to this market, the current enplanement level of 61,000 would have to more than double to maintain the airport's current number of daily departures (8). Service reductions in terms of flight frequency would be needed for this airport to support commercial aircraft with higher seating capacities.

As shown in Table 4-23, current service level for Lewiston/Nez Perce Regional is somewhat lower than those found in the comparable market at Casper, Wyoming. This is true even though Casper has a slightly lower level of annual enplaned passenger. These service differences are most likely attributable to the proximity of the airports serving Pullman and Spokane. Casper does not have nearby airports that it competes with for its passengers.

Table 4-23
Air Service Comparisons
Lewiston/Nez Perce County Regional

<u>City and Enplanements</u>	<u>Equipment</u>	<u>Average</u>	<u>Destination</u>
<u>Airline</u>	<u>(T: Turboprop, J: Jet)</u>	<u>Daily Departures</u>	
Casper, WY 57,820			
Big Sky	Swearingen Metro (T)	3	Billings, MT/Gillette, WY
Great Lakes	Embraer EMB-120 (T)	6	Denver
SkyWest	Embraer EMB-120 (T)/Canadair CRJ (J)	3/1	Salt Lake City

Source: Official Airline Guide, November 2002

Pocatello Regional. Pocatello Regional Airport served slightly more than 45,000 enplaned passengers in 2001, with service on two airlines (Horizon and SkyWest) to two non-stop destinations (Boise and Salt Lake City, respectively) on an average of nine flights per day. A market of similar size exists for Butte, Montana, which served 41,500 passengers in the same year. Butte's airlines were also Horizon and SkyWest, with Horizon providing non-stop service to Seattle on Dash-8/400 turboprop aircraft and SkyWest to Salt Lake City on Canadair regional jets (Horizon also provided one-stop service to Seattle through Helena). **Table 4-24** shows Butte's air service in detail.

While non-stop destinations served from each airport are the same, Pocatello has more daily departures than are provided from Butte. One primary contrast between air service at the two airports is in the equipment types. SkyWest operates four daily flights on Canadair regional jets from Butte, while from Pocatello it offers five departures daily on Embraer EMB-120 turboprops. This difference is in part attributable to the fact that Butte is a longer stage length from Salt Lake City than is Pocatello. Another difference is in the hub airport served. While Pocatello has service to Boise and Salt Lake, Butte has service to Salt Lake and Seattle. While Butte's Seattle service is

“tagged”/shared with Bozeman, Seattle clearly offers the air traveler a wider variety of both domestic and international connecting opportunities than does Boise.

As noted earlier in this report, all flights from the Pocatello market are on 30-34 seat aircraft. The average load factor for all flights departing this market is roughly 34 percent; this type of average load factor indicates that carriers serving this market are generating high yields. For informational purposes, for a carrier to operate a 50 seat RJ at a frequency of 4 round trips a day at an average load factor of 60 percent, approximately 44,000 enplanements are needed. If a carrier is operating a 70 seat RJ at 4 round trips a day and desires an average load factor of 60 percent, almost 62,000 annual enplanements would be required to support this service.

Table 4-24
Air Service Comparisons
Pocatello Regional

<u>City and Enplanements</u>	<u>Airline</u>	<u>Equipment</u> (T: Turboprop, J: Jet)	<u>Average</u> <u>Daily Departures</u>	<u>Destination</u>
Butte, MT, 41,500	Horizon	Dash-8 400 (T)	2	Bozeman/Seattle
	SkyWest	Canadair CRJ (J)	4	Salt Lake City

Source: Official Airline Guide, November 2002

Pullman-Moscow Regional. In 2001, Pullman-Moscow Regional served about 28,130 enplanements. These passengers were served by Horizon Airlines with four daily departures to Seattle on Dash-8 or Dash-8/400 aircraft. A market of similar size exists in Klamath Falls, Oregon, which enplaned 28,340 passengers in 2001. Service from Klamath Falls was also very similar to Pullman-Moscow Regional's, with four daily flights to Portland on Dash-8 aircraft. Klamath Falls' service details are shown in **Table 4-25**.

Pullman-Moscow Regional's air service is almost identical to Klamath Falls', with the only difference between the two being the final destination. Currently, Pullman-Moscow's departing flights operate at about 34 percent full on average. Information in Table 4-25 indicates that for its size, as measured by enplaned passengers, Pullman-Moscow Regional's current scheduled airline service is typical. It may be worth noting that with its current level of enplanements, this airport could only support about 2 roundtrips per day on a regional jet. A higher level of service frequency is generally preferable to larger aircraft at reduced frequency.

Table 4-25
Air Service Comparisons
Pullman-Moscow Regional

<u>City and Enplanements</u>	<u>Airline</u>	<u>Equipment</u> (T: Turboprop, J: Jet)	<u>Average</u> <u>Daily Departures</u>	<u>Destination</u>
Klamath Falls, OR, 28,340	Horizon	Dash-8 (T)	4	Portland

Source: *Official Airline Guide, November 2002*

Friedman Memorial (Sun Valley). Friedman Memorial served about 59,000 enplanements in 2001. Two airlines at the airport provided service to four destinations. Horizon Airlines provided service to Boise, Los Angeles, and Seattle, each once a day on 66-seat Dash-8/400 aircraft. SkyWest provided nine flights per day to its hub in Salt Lake City on 31-seat Embraer EMB-120 aircraft. This market is similar in size to Casper, Wyoming, which served slightly less than 58,000 enplanements in 2001. Service at Casper that year was provided by three airlines, with 13 flights per day on a mix of turboprop and jet aircraft. **Table 4-26** shows details of Casper's air service.

Table 4-26
Air Service Comparisons
Friedman Memorial (Sun Valley)

<u>City and Enplanements</u>	<u>Airline</u>	<u>Equipment</u> (T: Turboprop, J: Jet)	<u>Average</u> <u>Daily Departures</u>	<u>Destination</u>
Casper, WY 57,820				
	Big Sky	Swearingen Metro (T)	3	Billings, MT/Gillette, WY
	Great Lakes	Embraer EMB-120 (T)	6	Denver
	Sky West	Embraer EMB-120 (T)/Canadair CRJ (J)	3/1	Salt Lake City

Source: *Official Airline Guide, November 2002*

In terms of the hub airports that are served from the Sun Valley market, current service is comparable to the service at Casper. Perhaps the biggest difference is that Casper has service to two major connecting airline hubs (Salt Lake and Denver) while Sun Valley has service to Salt Lake only. Sun Valley's existing service does link it with carriers in both Seattle and Los Angeles, although only at a frequency of one round-trip per day.

Current service to the Sun Valley market is provided on 30-34 seat and 66-seat turboprop aircraft. The average load factor for all departing flights is 41 percent. The airport's current annual enplanement level of 59,000 annually supports approximately 12 daily departures. Good commercial airline service is measured in many ways, and flight frequency is one of these measures. While overall flight frequency for a market this size appears reasonable, several markets (Boise, Seattle, and Los Angeles) have only one round trip per day. The majority (9 daily roundtrips) of this airport's service is to the Salt Lake City connecting hub.

Physical limitations may preclude this airport from supporting regional jet service, but this is a master planning issue that is beyond the scope of this analysis. That being noted, however, future air service initiatives in this market would best be focused on increasing existing service to either or both Seattle and Los Angeles.

Joslin Field/Magic Valley Regional (Twin Falls). Joslin Field provided service to about 32,800 passengers in 2001. This service was provided on SkyWest's 31-passenger Embraer EMB-120 aircraft to Salt Lake City five times per day. Similar air service demand can be found in Klamath Falls, Oregon, where 28,300 passengers were enplaned in 2001. Klamath Falls' service was on Horizon's 37-seat Dash-8 aircraft four times a day to Portland. **Table 4-27** shows the details of Klamath Falls' service.

Table 4-27

Air Service Comparisons

Joslin Field/Magic Valley Regional (Twin Falls)

<u>City and Enplanements</u>	<u>Equipment</u>		<u>Average</u>	
	<u>Airline</u>	<u>(T: Turboprop, J: Jet)</u>	<u>Daily Departures</u>	<u>Destination</u>
Klamath Falls, OR, 28,340				
	Horizon	Dash-8 (T)	4	Portland

Source: *Official Airline Guide, November 2002*

Currently, flights from Joslin Field operate at about a 60 percent load factor. This type of average load factor on 31 seat turboprop aircraft indicates that this airport may be able to support another roundtrip. This would increase its frequency from 5 trips per day to 6 trips per day to Salt Lake. Conversely, if this market were successful in attracting regional jet service, on a 50 seat RJ current passenger enplanements would only be able to support about 3 roundtrips per day. This would be a 50 percent flight frequency reduction from current levels. Reducing flight frequency for larger aircraft is not a service improvement for the traveling public. Given the opportunity to reach Salt Lake City on 6 different occasions each day, as opposed to 3 on a regional jet, many travelers would choose the higher flight frequency.

Airport Reference Codes. As shown in the previous tables, most of the airlines serving the "comparable" markets in nearby or bordering states are the same as those that currently serve the Idaho market, Horizon and SkyWest. Notable exceptions are Mesa Air Lines and Air Wisconsin (both of whom serve Grand Junction), Northwest and Delta Airlines (both of whom serve Great Falls), and Big Sky Airlines, a carrier that provides service on 19-seat aircraft to several markets comparable to those in Idaho.

As previously noted, both Horizon and SkyWest are operating and have orders for 50- and 70-seat regional jet aircraft. Mesa Air Lines and Air Wisconsin both operate a variety of commuter/regional aircraft, and both of these carriers are also moving toward fleets that are characterized by higher percentages of regional jets. Most of the regional jet aircraft being acquired by these airlines require longer runways and wider separation between runways and taxiways than the turboprop

aircraft they replace. In addition, the operating characteristics of the regional jets, whether they be 35, 50 or 70 seat aircraft, almost always increase an airport's requirements related to its runway protection zone (RPZ), its runway safety area (RSA), and its object free area (OFA).

The Federal Aviation Administration has developed a method of measuring the facilities required for certain classes of aircraft. A facility's airport reference code (ARC) is a combination of letters and numbers that describe the approach speed and wingspan of the airport's design aircraft (the largest aircraft the airport typically accommodates on a regular basis). The letter code, A through D, determines the approach speed of the aircraft, with higher letters representing faster aircraft (and therefore, longer runway requirements). The Roman numeral code, I through VI, represents the wingspan, with higher numbers representing wider wingspans.

Currently, the Embraer EMB-120 and the DeHavilland Dash-8 are the only aircraft serving Idaho's smaller airports on a regular basis. These aircraft are both included in the ARC B-II minimum design standard. Most regional jet aircraft, including the Canadair equipment on order by Horizon and SkyWest, require facilities that are designed to meet C-II design standards. As shown in **Table 4-28**, only four of Idaho's seven commercial airports meet this requirement, according to their current ARC. As an example, the Canadair CRJ 50-seat regional jet requires a takeoff field length of *a minimum* of 5,800 feet at sea level and an average temperature of 59 degrees. With increases in elevation and average temperatures, the takeoff field length requirement for the CRJ increases to well over 7,000 feet, according to FAA planning guidelines. The facilities at Pocatello and Twin Falls seem suitable for regional jet use, and Boise and Idaho Falls already have service on regional jets. Three of the State's commercial airports may not have sufficient runway lengths to accommodate the regional jet's minimum operating requirements (see Table 4-28).

Table 4-28
Airport Reference Codes (ARCs) and Runway Lengths

	Airport	Code	Max. Runway
			Length
	Boise Air Terminal	D-IV	10,000 ft
	Idaho Falls Regional	C-III	9,001 ft
	Lewiston/Nez Perce County Regional	B-III	6,512 ft
	Pocatello Regional	D-IV	9,060 ft
	Pullman-Moscow Regional	B-III	6,730 ft
	Friedman Memorial (Sun Valley)	B-III	6,602 ft
	Joslin Field/Magic Valley Regional (Twin Falls)	C-III	8,703 ft
Source: Airport Records			

It was important for this analysis to take a more global look at comparable markets in neighboring states to get a snapshot of the types of aircraft that are now used to serve other regional markets. Fleet acquisition plans for most regional carriers, such as Horizon and Skywest, lean heavily toward the purchase of regional jet aircraft. In fact, the plans for many carriers call for their existing turboprop equipment (B-II aircraft) to be replaced at some point by regional jets. This particular trend has planning implications for some study airports.

As reflected in Table 4-28, several of the study airports currently are designed to B-III standards. Upgrades to category C-II standards almost always have facility implications for primary surface dimensions, runway/taxiway centerline separations, runway safety areas, object free areas, and runway protection zones, to name a few. Physical, environmental, topographical, and other limitations may prohibit some study airports from being fully compliant with C-II design standards. This conclusion is not, however, an issue that this study will address; such a conclusion would be reached only after detailed master planning and environmental analysis.

What can be concluded, however, is that if Idaho's commercial airports wish to remain flexible and capable of competing for new or improved airline service, in some instances, their competitiveness could be adversely impacted if they are not equipped to accommodate C-II aircraft. It is equally important to point out that with current airline bankruptcies and possible consolidation within the airline industry that, at least in the short term, expanding airline service is not likely.

Chapter Conclusions

According to the analysis presented in this chapter, Idaho's commercial airports provide air service that generally meets the needs of most of their passengers. Passengers can board a plane at any of the State's seven commercial service airports and arrive at any of the State's top 10 destinations with no more than one connecting flight.

This chapter provides several tools for the Idaho Transportation Department. The data presented in the chapter and the accompanying discussions provides the following:

- Overall statewide destination information, including regional destination demand, allows the State's commercial air service system to be analyzed in terms of destination need versus destinations served
- Individual airport destination information, including regional and destination city demand, allows more refined analysis of how each market's demand for air service is being satisfied
- An analysis of connecting frequencies and one-stop service options allows airports to determine where potential service improvements may be possible
- Discussions of hub airports that serve individual airport top destination markets allows for further identification of potential service upgrades
- Comparisons of service levels at Idaho airports with comparable markets in nearby or neighboring states enables each community to "benchmark" their current level of service
- Details of airline fleets and aircraft acquisition plans allow each airport to assess whether their airport is equipped to accommodate the emerging commercial airline fleet

The information in this chapter is valuable to each airport in assessing the service it provides. This data, in conjunction with the market area data provided in Chapters 2 and 3, enables Idaho's airports to better understand their local market. With information regarding each airport's market characteristics and potential opportunities for improvement, each airport has a better understanding of its future commercial air service market.

Chapter 5 – Study Conclusions

This study provides a comprehensive report on Idaho's commercial air service system. The study is a tool that enables the Idaho Transportation Department and the State's commercial service airports to assess the current status of the system and identify market potentials. The fundamental measures and estimates of demand contained in this study are essential to understanding how the State's airports currently fit together in the system, and how they might improve in the future.

The study began in Chapter 1 by compiling an extensive base of information. The data collected included surveys of travel agents and the traveling public. The travel agent survey and passenger intercept survey allowed for a clear understanding of the expectations and perceptions of the State's commercial air service consumers. A parking lot inventory helped to estimate the extent of each airport's actual market area. Additionally, several data sets were obtained that pertained to the demographic and socioeconomic characteristics of the State. Chapter 1 concluded with an airport-specific discussion of historical air service and trends over the last ten years. The information in Chapter 1 provided the foundation for the study's technical work elements that followed in Chapters 2 and 3.

Chapter 2, *Passenger Demand Estimates and Allocation*, presented estimates for the number of originating commercial air travelers that are currently associated with each county in Idaho. The chapter also estimated the total number of passengers attracted from nearby states. Additionally, the number of Idaho-generated passengers diverted to competing airports in nearby states was estimated. Chapter 2 continued by presenting actual service areas for each airport, depicting by county where each airport's passenger demand is currently drawn from. Each of Idaho's seven commercial service airports was discussed in terms of the counties from which it draws its demand and the representative "capture rate" of the total demand in those counties. In addition, three competing out-of-state airports were discussed. This chapter estimated the number and geographical distribution of passengers diverted to these out-of-State airports to initiate their commercial airline travel.

Chapter 3, *Market Potential*, described the actual and theoretical (60 or 120-minute drive times) market areas for each of Idaho's commercial service airports. Each airport's actual market area was based on survey results, while the theoretical market area for each airport was based on an estimated drive time. Drive times for each airport were based on FAA standards for commercial service airports. For most airports, a 60-minute drive time was used. For Boise Air Terminal, a 120-minute drive time was used; 120-minute theoretical market areas were also used for the airports serving Missoula, Spokane, and Salt Lake City. It is worth noting that analysis completed in this study concluded that in reality many travelers drive three or more hours to reach the airports in Boise, Salt Lake, Spokane and Missoula, thereby exceeding the 120-minute theoretical service areas. These market areas give Idaho's commercial airports information regarding the number of originating passengers within these market areas. This portion of the study also reviewed four additional market areas in Idaho that could be candidates for commercial airline service. Generally

speaking, these four additional candidate market areas face stiff competition from established commercial service airports or they have limited demand for commercial airline service.

Chapter 4, *Air Service Comparisons*, focused upon the travel patterns of Idaho's commercial airline passengers. The top destination cities and regions for each airport's passengers were presented. Current travel patterns for each airport, as derived from USDOT data, were compared to existing non-stop service options from each airport. For each airport, non-stop service offerings were discussed, as were connecting opportunities to top origination and destination cities. A discussion of possible options for air service expansion was included. Comparisons were made between current commercial airline service that is available at Idaho's commercial airports and similar airports in neighboring or nearby states. Review of aircraft fleet acquisition plans by the airlines that serve Idaho indicates that most carriers have plans to purchase regional jets. The FAA requirements for safety areas and runway lengths cannot currently be met by some of Idaho's commercial airports.

Study Highlights

This study began with an extensive data-gathering effort. This effort included a survey of many of the travel agents in the State. The findings from this survey prefaced many of the findings from the rest of the study. In particular, the dominance of Boise Air Terminal in the State's system of commercial airports was documented in the survey. Another significant finding from the travel agent survey was an estimate of fare differentials influencing alternate airport choices. Travel agents indicate that Idaho air travelers are willing to travel about 225 miles to save about \$102 per round-trip ticket. These findings were supported by subsequent sections of this study, which proved the dominance of the larger airports with more competitive fares in Idaho and in nearby states.

A passenger survey was conducted at all of Idaho's commercial airports. One of the primary findings of this survey was the destination regions for Idaho's air travelers. The survey showed that the majority of these travelers have destinations in cities in states that are in the Northwest or Southwest regions of the United States, a finding confirmed by U.S. Department of Transportation ticket sample data. The passenger survey also determined that the airports with the highest rate of use among air travelers were Boise Air Terminal, Idaho Falls Regional, and Friedman Memorial (Sun Valley).

Average one-way fares in Idaho are only slightly higher than the U.S. average. This is primarily because fares at Boise Air Terminal are about 18 percent lower than the U.S. average. Four of Idaho's airports (Idaho Falls, Pocatello, Sun Valley, and Twin Falls) have above-average fares, while Lewiston's and Pullman-Moscow's airports have average fares nearly as low as Boise Air Terminal's. Over the past 10 years, Idaho's average statewide one-way air fare has declined notably. The State's one-way average airline fare was once significantly in excess of the national average and now it is comparable.

Airline service histories compiled for all seven Idaho commercial airports show that service has changed in recent years. Generally speaking, the average number of weekly departing flights has declined at most of Idaho's commercial airports, as have the number of weekly departing commercial airline seats. Along with lower fares, Idaho airport's commercial airports have also benefited from larger (higher seating capacities) commercial aircraft. While enplaned passengers have increased at several airports, others have seen stable or slightly declining levels of enplaned passengers. A comparison of the levels of commercial airline service that are in place at Idaho's airports with commercial airline service that is available at similar markets in neighboring states shows comparable levels of commercial airline service.

According to study findings, Idaho's airports were able to attract almost 86,000 originating passengers from nearby states, but lost almost 493,000 originating passengers to airports in Missoula, Salt Lake City, or Spokane. These estimates were produced using a statistical process known as the Gravity Model. County-by-county demand estimates and capture rates for each airport were produced as part of this study.

Most of Idaho's airports were not able to attract all of the demand in their respective theoretical (drive-time) market areas. This is due to several factors. Several of Idaho's airports have market areas that overlap with one another. An airport whose market area overlaps with an airport that offers more extensive service options has difficulty attracting demand in its market. Study findings show that many Idaho air travelers drive to Boise Air Terminal to begin their commercial airline travel. There are also areas of the State that do not have an Idaho commercial airport located conveniently nearby, so passengers resort to using out-of-State airports. Over 20 percent of all commercial air service demand associated with Idaho counties is served by out-of-state commercial airports.

There are very few passengers in the State of Idaho who are not within a reasonable drive time of an airport with commercial air service. About 12.6 percent of the State's originating passengers live in areas outside of a 60- to 120-minute drive from an Idaho airport. If the service areas of out-of-State airports are considered, only about three percent of Idaho's originating passengers are more than a one- to two-hour drive from an airport offering commercial airline service. The potential for new air service markets in Idaho (Sandpoint, Coeur d'Alene, McCall and Salmon) is impact by either competition from established markets or low passenger demand.

Findings from the study show that travelers at each of Idaho's commercial airports can reach their top 10 destinations with no more than one-stop connecting airline service. Some of Idaho's airports, particularly those with few carriers or destinations served, could benefit from service improvements. Potential service options were presented. Information on current and changing airline fleets and the potential impacts on the capabilities of Idaho's commercial service airports to meet changing carrier needs were both items that were discussed in the study's final technical work element.

Overall, Idaho's commercial air service system meets the needs of the State's traveling public. As discussed, there is convenient commercial air service available for the vast majority of the State. This service provides flights to all of the top 10 destinations of the State's airline passengers with no more than one stop at a hub airport, and in many cases with non-stop flights. However, there are areas for improvement. These improvements could come in the form of additional carriers or routes. Improvements such as these could work to prevent the outflow of passengers to competing airports. As noted in the study, however, demand levels in most markets would need to increase to support service improvements. In general, Idaho's commercial air service system currently meets the needs of the majority of its originating passengers.

Most carriers who serve markets in Idaho have orders or new regional jet equipment. It is worth noting that regional jets have more demand runway length requirement and higher FAA safety and design standards than regional/commuter aircraft that now operate in several of the Idaho markets. While these planes are very popular with the traveling public, their higher seating capacities can lead to decreased flight frequencies. Since Idaho markets are generally high yield or profit markets, carriers are able to operate profitably at average load factors that are below industry standards. The Air Passenger Demand Study concluded that demand in most markets would need to increase in order to support significant improvements in commercial airline service. Most markets in Idaho appear stable, as do the carriers that are serving these markets. Before any of Idaho's communities or airports use the information in the Air Passenger Demand Study to pursue new commercial airline service, it is essential that these communities understand that support of existing carriers and existing service is critical to each community's air service future.